



## 2013 CACEE Year End Professional Development Conference

### DETAILED AGENDA

Tuesday, December 3<sup>rd</sup>, 2013

Courtyard Marriott Downtown Toronto, Lobby Level

#### Registration and Breakfast

7:45am – 8:45am

| Courtyard Foyer

Sponsored by Insurance Institute – Career Connections

#### Conference Opening

8:45am – 9:00am

| Courtyard Hall

#### Quick Hit #1: An Analysis of the 2013 Campus Recruitment Report

9:00am – 9:20am

| Courtyard Hall

Presented by Paul D. Smith, CACEE

Sponsored by Bell Canada

CACEE Executive Director Paul Smith will share key findings from the 2013 CACEE Campus Recruitment and Benchmark Survey Report. The Report describes the new graduate recruitment practices of employers across Canada - what they have done, what they plan to do, and what they prefer when looking for talent.

Each December, this Report is shared with the CACEE community at the Year End Professional Development Conference. Paul will once again offer insights of interest to recruiters, educators and students. We had nearly 1000 respondents this year, our best data set yet. Not to be missed.

#### Quick Hit #2: Up Close and Personal - Linked In

9:25am – 9:45am

| Courtyard Hall

Presented by Nikki Simone, RBC

Sponsored by Rotman Commerce

The RBC Campus Team has been building a strong social media presence over the last 6 months. With the new generation requesting companies to be more transparent, social media streams like Twitter and LinkedIn are becoming important mediums to attract top talent. This summer, RBC Campus Recruitment took a dynamic approach to connecting with students, Up Close and Personal - Live LinkedIn Chats. The goal of these sessions was not to get information from students, but instead, to give information about our organization in a fun and interactive environment. A unique concept that speaks to their generation and is aligned to our company values.

#### Networking Break

9:45am – 10:00am

| Courtyard Foyer

Sponsored by College Pro

#### 90 Ideas in 90 Minutes

10:00am – 11:30am

**New!** One of CACEE's core foundations is professional development. When you attend one of our conferences, CACEE wants you to return to your workplace with an extended network and new, innovative ideas to implement. Hence, the notion of 90 ideas in 90 minutes...

Choose from one of our six industry hot topics and two facilitators will lead the discussion to brainstorm as many ideas as possible. The facilitators will introduce a wide variety of sub-topics to keep the discussion and idea sharing flowing. There are no 'bad ideas', only concepts waiting to be shaped in a way that works for your environment. So, just pick a theme, bring an open mind

and be prepared to share the success stories of you and your colleagues!

*Note: If there is more than one theme that interests you, CACEE will post the ideas from the other sessions so that you can return to your workplace with even more ideas and action plans to kick-start 2014!*

**90-A. Career Development and Campus Recruitment: Educators, what do you want from Employers?\***

| Courtyard Hall

*Facilitated by Jennifer McCleary, DeGroot School of Business & Cynthia Bishop, Rotman Commerce*

**90-B. Career Development and Campus Recruitment: Employers, what do you want from Educators?\***

| Courtyard Hall

*Facilitated by Kim Pedlar, TD Bank Group & Darlene D'Souza, Target Canada*

*\*Note: 90-A and 90-B will come together to share each others' ideas for the last 30 minutes of the session.*

**90-C. Campus Career Centres - Beyond Job Postings: The world of campus recruitment is becoming more automated – what can you do to create sustainable value for your institution, your students and recruiters?**

| Carlton

*Facilitated by Kerri Zanatta-Buehler, Sheridan College & Carrie Steele, University of Guelph*

**90-D. Managing Expectations of Today's Students – They are tech savvy, civic minded, multi-tasking and focused on 'what's in it for me' – so how do Educators and Employers effectively engage this generation of students and soon to be recruits?**

| Spadina A

*Facilitated by Trevor Buttrum, Insurance Institute of Canada & Erin Marsden, Bell Canada*

**90-E. Employer Development Best Practices: Service is the new selling - To successfully establish campus recruitment and experiential learning programs, institutions need strong partnerships in the community. How to incorporate the best customer relationship management tactics to offer a breadth of industry and functional opportunities for your students.**

| Alexander A

*Facilitated by Sean MacLure, Rotman Commerce & Amy McLellan, Dalhousie University*

**90-F. Blue Sky Forum – What would you change in the on-campus recruitment cycle, if given the opportunity? This discussion will focus on 'what if' – because if you don't think about what could change, you can never be ahead of the competition. Get out 'in front' with this idea generating theme.**

| Alexander B

*Facilitated by Melissa Larson, RBC & Arzan Bharucha, Ryerson University*

**Workshop Series A**

11:40am – 12:25am

**A1. Critical Conversations**

| Spadina A

*Presented by Erin Scheel, College Pro*

If you're a Director, Manager, Educator or Contributor – you work with people, and experience conflict. Whether you have the tools/skill to work through these conflicts can be a game change. Enter, Critical Conversations.

Critical conversations are used in business, education and personal life to clarify

perspectives, defuse emotions and improve performance. They allow us to solve problems, achieve objectives and have functioning relationships – considering all personality styles at play (which are often at the root of a conflict).

Have you ever:

- Found yourself shying away from a tough conversation? ***This is for you***
- Felt like you're on opposite sides of the page with a peer? ***This is for you***
- Been frustrated by someone, repeatedly, and said nothing? ***This is for you***

The ability to effectively have a critical conversation (formerly, conflict) plays a pivotal role in the ability to partner with colleagues.

## A2. Incorporating Online Games in the Recruitment Process

| **Carlton**

**Presented by Victoria Barreda, Accenture**

**Sponsored by Simply Hired Canada**

There is an increase use of gaming across the board to recruit, develop, and motivate employees. We are seeing a move away from traditional recruitment tactics to identify and engage with candidates. Moreover, now that the phenomenon of social media has profoundly established itself and is no longer considered a passing phase, it continues to offer employers innovative ways to interact with candidates and offer enjoyable brand experiences. Learn about how Accenture leveraged the gaming platform to differentiate ourselves on campus while also identifying high potential candidates.

## A3. The Traditional Model of University Career Centres as the Conduit for Student / Employer Relations is Evolving. As an Employer or Educator, are you ready?

| **Alexander A**

**Presented by Mark Patterson, Ryerson University**

**Sponsored by Vector Marketing Canada/Cutco Cutlery**

As part of its agenda for innovation, Ryerson University is excited to present a new collaborative multi-institutional approach that has the potential to connect our college and university communities to employers like never before.

Ryerson started down this path to innovation by asking questions like:

1. What frustrates employers when recruiting from our institution?
2. Is there a better way to connect the 380,000 small and medium sized businesses in Ontario to recruit effectively from our educational institutions?
3. Can we gain a better understanding of the talent that exists within our community?
4. In this age of big data is there a better way to understand the skills and expertise of our community members as well as the requirements of employers?
5. Is there a way to collaborate across our institutions?

## A4. Applicant Tracking Systems – What Educators Should Know

| **Alexander B**

**Sponsored by Bell Canada**

**Facilitated by Andrea Lopes, Bell**

**Panelists: Perry Monaco, LinkedIn & Christine Hankinson, Oracle/Taleo**

In our digital age, job seekers have easier access to job postings, and they have the capacity to respond to postings much more easily than before. And they take advantage of these opportunities, which is creating an information management problem for recruiters. More and more of them are adopting Applicant Tracking Systems to manage the flood of applicants received in response to their postings. They are also choosing centralized posting sites, such as LinkedIn, to maximize the efficient sharing of positions. These represent systemic changes to the campus recruiting process, and they will require a

substantial change in how youth, and their career advisors, engage with employers.

This session will feature representatives of these powerful, enabling platforms. They will provide career educators with a better understanding of how their students may seek out opportunity in this digital labour market.

**12:30pm – 1:30pm**  
**Lunch**  
**| Courtyard Hall**  
**Sponsored by SnagPad**

### **Workshop Series B**

#### **B1. Opening Doors – A Departmental Branding Success!**

**| Alexander A**  
***Presented by Darlene O'Neill***

Fanshawe College's Career Services, Co-operative Education and Community Employment Services is the "door to employment" for students, grads, alumni and the general public in the London area. With fiscal restraints and competition for jobs at an all time high, it was decided to consolidated the three departments marketing efforts into one 'Brand' . This presentation will walk the participants through a journey of Brand creation where employees are the creators of the message, and employers, students, grads and clients are the audience!

#### **B2. Outside the Booming Metropolis: A Discussion on Best Practices for Recruiting from Smaller Urban / Rural Areas**

**| Alexander B**  
***Presented by Patricia Poirier, Memorial University & Shawn Read, Thompson Rivers University***  
**Sponsored by Wilfrid Laurier University**

**1:30pm – 2:15pm**

In large urban centers, recruiting through social media tools such as LinkedIn, Facebook and Twitter are growing more prevalent, while recruiting at fairs and through job boards is becoming more antiquated. But is this the trend across Canada in the smaller urban and rural areas? Is this what students in those smaller centers are using, or even want? Are rural employers finding success with recruiting for social media? Join us as we share some information and facts, and discuss why what works for some, may not work for all.

#### **B3. Bridging the Divide: Marketing and Career Decisiveness**

**| Carlton**  
***Presented by Angie Clarke, Marine Institute of Memorial University***

Have you ever considered your institutions first point of contact with a potential student as the first step in their career development process?

The Marine Institute campus of Memorial University has developed a new student recruitment campaign utilizing alumni stories and success as its corner stone. The realistic nature of the campaign materials has transitioned the institute's approach to program marketing. Prospective students are now encouraged to "see" themselves not only in a program of study but in a career and acknowledge the opportunity that the potential careers provide.

The campaign has enabled a meaningful collaboration between Marketing and Communications and Student Affairs and has set the basis for stronger alumni and student engagement. The strength in the campaign not only leverages the alumni experiences but also the opportunity for enhanced clarity in prospective student career decision making. This session will profile the project, the necessary linkages and will also outline the three year plan.

#### **B4. The Impact of Career Resources and Supporters & Canada's National Research Agenda**

| **Spadina A**

***Presented by Sareena Hopkins, Canadian Career Development Foundation***

What impact do career services really have? What do we really mean by labour market attachment and how do career services affect it? What do we know about what helps or hinders a person's capacity to self-manage? The Canadian Career Development Foundation (CCDF) partnered with front-line services in Alberta and Manitoba on a research project that sheds light on these questions. Find out about the project and its results. Hear about the realities of implementation from the front-lines. Get plugged into Canada's broader research agenda and what's on the horizon nationally and internationally.

2:25pm – 3:10pm

#### **Workshop Series C**

##### **C1. Authenticity, Fun, Engagement: Building a Millennial-friendly Campus Recruiting Campaign**

| **Spadina A**

***Presented by Lauren Friese, TalentEgg***

***Sponsored by TD Business Banking***

As a result of Generation Y's transition into the workforce over the past few years, key indicators have emerged on how top employers can more effectively recruit Millennials and offer a mutually beneficial employment experience.

Based on the feedback we received from top students as part of the 2013 Campus Recruitment Excellence Awards, this presentation highlights the benefits of developing a fun, authentic and engaging campus recruiting plan. Through this lens, we will provide a framework for an effective, Millennial-friendly recruitment strategy in order to attract the leaders of tomorrow.

##### **C2. The Science of Search – How Job Search Engines are Changing the Way Job Seekers Connect with Employers**

| **Carlton**

***Presented by Graham Donald, Simply Hired Canada***

From print newspapers, to job boards, and now job search engines - the manner in which modern job seekers are connecting with employers has changed dramatically in recent years. Today, job search engines are the fastest growing medium for job seekers exploring new opportunities. However, few companies have mastered the science of connecting with highly qualified talent using this powerful and cost-effective channel. Join Graham Donald as he reveals the science of how job search engines perform; the search behaviour of the modern job seeker; tips and advice to maximize the effectiveness of your job postings; and, the economics of the pay-for-performance model to reach millions of qualified candidates more cost-effectively.

##### **C3. Horrific Internship Situations in the Canadian Workforce. What if anything should be done and by whom?**

| **Alexander A**

***Presented by Maria McDonald, Dykeman Dewhist O'Brien LLP***

Unpaid Internships has been a media subject darling this year, with a host of pundits offering up their views on the value or evil of such relationships.

We will look at the rules in Ontario governing internships and some of the recent case-law dealing with this issue.

The major portion of the session will focus on the concept that we will take as a given that some intern relationships are exploitive and of little to no value. If this is so, then what if anything should be done and by whom?

- a. Should government intervene or would regulations negatively affect the availability of positive and valuable internships
- b. Should post secondary educational institutions take some responsibility for educating a number of students for certain industries (particularly in the glamour industries) that cannot be supported by those industries
- c. Should students take more responsibility for pursuing their "dream job" while ignoring the reality that there are too many graduates vs. jobs in their field.
- d. Should/can interns take responsibility for improving their own situations if they find themselves in a horrific internship position?

#### **C4. Diversity Panel Discussion**

**| Alexander B**

***Facilitated by Nancy Moulday, TD Business Banking***

***Panelists: Lori Bauld, Dalhousie University & Lisa Kuiper, Brock University & James Mackay, TD & Mark Patterson, Ryerson University***

**Sponsored by Accenture**

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.

#### **Networking Break**

**3:10pm – 3:25pm**

**| Courtyard Foyer**

**Sponsored by College Pro**

#### **Quick Hit #3: A Call to Action: A Time for a New Shift in Our Thinking About University and College Career Services**

**3:25pm – 3:45pm**

**| Courtyard Hall**

***Presented by Rob Shea, Marine Institute of Memorial University***

**Sponsored by Dalhousie University**

This presentation will use as its foundation a 3 year research project which radically shifts the career development conversation from outside the classroom to inside the classroom. From one unit's responsibilities within universities and colleges to a institution wide responsibility. The presentation using existing research will call to action all groups within the community to play a significant role in the future education of our post secondary students. It is truly a call to action for employers, universities and colleges to redesign the career equation.

#### **Conference Closing**

**3:45pm – 4:00pm**

**| Courtyard Hall**

#### **Holiday Networking Reception**

**4:00pm – 7:00pm**

**Sponsored by Orbis Communication**

**| Courtyard Foyer**

