



Detailed Agenda | 2014 CACEE National Conference

Sunday, May 25th, 2014

Campus Recruiter Certificate Program

8:00am – 1:30pm

CACEE is bringing its Campus Recruiter Certificate Program to St. John's! Our extended Program provides participants with a full day of professional development through an introduction to the Recruiter role within the Canadian context. All participants who complete the Program will be awarded their CACEE Campus Recruiter Certificate and will receive 6 Continuing Professional Development Credits with the HRP.

Sheraton
Confederation Boardroom

**Not included in your 2014 CACEE National Conference registration. Please visit the Campus Recruiter Certificate Program webpage to register. Discounted pricing is available for those also attending the National Conference.*

Social Activities

Various Times

Our Social Committee has some exciting activities planned to allow attendees to explore St. John's! Check out "Social Activities" on the 2014 CACEE National Conference webpage for full details.

**Not included in your 2014 CACEE National Conference registration.*

5:00pm – 6:30pm **Dinner On Your Own**

6:30pm – 7:00pm **Newcomers Reception**



All new CACEE Members are invited to meet and greet with one another, and are welcomed by the CACEE National Board, at the Newcomers Reception.

Sheraton
Court Garden

7:30pm – 9:30pm **Welcome Reception & CACEE Awards**



Buses depart at 7:15pm for the Fisheries and Marine Institute. During this reception, attendees will have the opportunity to explore the Institute and try some of the interesting simulators. Following the activities, the CACEE Awards will be presented.

Fisheries and Marine
Institute of Memorial
University of Newfoundland

10:00pm – 12:00am



Networking Suite

Sheraton
Court Garden

Monday, May 26th, 2014

7:30am – 8:30am



Breakfast & Registration

Sheraton
Fort William Ballroom

8:30am – 8:45am

Conference Opening

Sheraton
Fort William Ballroom

8:45am – 10:00am



Keynote Speaker Presentation

CACEE welcomes Alex Usher, President of Higher Education Strategy Associates.

Sheraton
Fort William Ballroom

10:00am – 10:15am

Networking Break



Sheraton
Registration Area

10:15am – 11:15am

Workshop Series A

A1: Looking at Our Talent Needs of Tomorrow, Starting Here by Redesigning Our URP
Caroline Bastien, Export Development Canada
Garrison Room

Looking at a recent workforce planning study we conducted in 2012, important 'future' talent risks and challenges were identified and we needed to explore solutions to implement 'right away'. It was clear that EDC needs to continue to hire new talent for the future and retain effectively younger employees. One of the solutions we identified was to redesign our Undergraduate Rotational Program (URP) to address the gaps. This presentation will cover the steps leading to the redesign, our findings and the outcome. Participants (Educators and Employers) can expect to gain valuable information to help them guide students and also get some insight into our recruitment method.

Bilingual presentation

A2: Successful Elements of Graduate Internship Programming
Anna Maria Russo, University of Toronto Scarborough
Signal Room

With the growth of professional graduate degrees comes an increased need for career education within graduate learning. This presentation will set out paradigms within a master's-level internship program that encourages student success: Program Management, Outreach, Training, Job matching and Evaluation.

Each element must be specifically balanced according to the objectives of the academic program. The talk will include issues such as student engagement, employer development and faculty buy-in. The seminar will be followed by an interactive exercise in which participants can share their own ideas and successes and work together to uncover ways to incorporate successful elements within their programming.

A3: BVC4Life - Engaging Learners from Orientation to Graduation and Beyond
Victoria Chio, Bow Valley College
Avalon Room

Career Services for students was launched at Bow Valley College in 2009. With a small team, we have branded career services and continue to promote the availability and importance of career education and development to students, faculty, staff and employer partners in the last 4 years. Career Services joined Learner Success Services and is part of the new BVC4Life campaign targeting students and streamlining supports for learners from orientation to graduation and beyond. In the session we'd like to share our strategies and collaborations with internal and external stakeholders as a small team in a Comprehensive Community College serving over 11,000 learners. From program specific workshops to partnering up with New Student Orientation and the Counselling team – we are certainly keen on engaging and supporting our students from orientation to graduation



and beyond. The BVC4Life campaign won a CASE award in 2013 and is recognized for its creativity and reach to a diverse audience.

A4: Sales is Not a Four-Letter Word

Sherri Dickie, Vector Marketing Canada
Battery Room

In this workshop, we're going to turn sales on its head. Many people have an impression of sales and sometimes a stigma is associated with it. Yet, if you get right down to it, sales is merely persuading and influencing, and done properly, should fill a need and be win-win for both sides. Daniel Pink, the author of *To Sell is Human*, defines sales as, "moving others". As someone in career education, you already fully recognize that the workplace is becoming more and more competitive, and students are also coming to the realization that tomorrow does in fact start here. They need to develop critical soft skills, like networking, leadership, communication and problem solving now, to separate themselves from the rest of their peer group who will all graduate with the same degree. For many students, whether they're in engineering, business or social science, sales experience is exactly what they need.

In this session, we'll talk about potential career paths for students with sales experience, address what makes us nervous about the sales industry and even give you some strategies to become better at sales yourself, because you've probably experienced scenarios such as these: How can I get more students to see the value of attending an upcoming info session, can I get my Director to allocate more resources for a project I'd like to initiate, can I convince an employer to pay for a service that we used to provide for free? Afterall, we all sell ourselves and our ideas every day, we better get good at it.

A5: Diversity Panel

Nancy Moulday, TD Business Banking
Columbus Room

This workshop session will update the CACEE membership on Diversity Committee initiatives gathered through previous panels and workshops.



11:15am – 11:30am

Networking Break



Sheraton
Registration Area

11:30am – 12:30pm

Workshop Series B

B1: Gen Y and the Need for Enhanced Selection Criteria for Organizations

James Davidson & Debbie Amery, PwC Canada
Garrison Room

Gen Y students are in the enviable position of having numerous web and social media tools available to them, in addition to coaching and insights from careers services and employers, which help students peer into organisations' selection processes like never before. Students are increasingly better prepared and providing standardised answers/examples, sounding the same in behavioural interviews. This makes it increasingly difficult for organisations to flesh out individual students' real key strengths and development points using a behavioural interview approach alone. In addition, poor hiring decisions affect the bottom line and organisational performance. Organizations need to reflect on their selection approach to ensure they are selecting the best and the brightest with the skills they need to drive their organisations forward and they adopt additional tools to provide enhanced evidence and thus comfort in hire decisions.

During this session, PwC Canada will share insights from its recent adoption of assessment centres, which includes an assessed group exercise, a written assessment and ability assessments, for a number of the firm's entry points, and it's continued journey to roll this approach out to other areas of their business and further enhance and adopt new tools. This session will provide compelling arguments for a more rigorous approach to campus selection, a 101 guide on how organisations can begin their own selection enhancement journey and food for thought for career educators, as they look to ensure their students perform well in this brave new world.

B2: Preparing Graduate Students and Post-Docs for an Ever Changing and Challenging World

April McNeil, University of Victoria & Penny Freno, Simon Fraser University
Signal Room



Graduate students are highly skilled in specialized academic areas but often lack both career knowledge and an awareness of the value they bring to employers to support them in securing meaningful work when they graduate. With increasing graduate student enrolments and a competitive job market, Canadian post-secondary institutions and career educators are challenged to effectively support these students in having a successful transition to both the academic and non-academic job markets.

This presentation offers a tale of two universities - University of Victoria and Simon Fraser University –and their lessons learned and successes in offering targeted programming for graduate students and post-docs.

SFU's Career Services, in collaboration with the Office of the Dean of Graduate Studies and Post-Doctoral Fellows and other partners, launched a new, structured, professional development certificate program in Fall 2013 -- APEX . Their story focuses on the integration of career development theory, which is central to the program's blended curriculum, and how the program promotes career and professional skill development and reflective learning through five required core sessions, an online component, and 'electives' for credit.

UVic's Co-op & Career Services coordinates a yearlong professional development series entitled Pathways to Success working in collaboration with key partners including the Faculty of Graduate Studies and the Learning and Teaching Centre. Pathways to Success launched as a one-day conference in Spring 2008 born from a Student Services graduate-student research report. Their story focuses on the growth and impact of the program and shares how they've brought together a breath of campus graduate student programming under one banner to reach and support more graduate students in their career development.

B3: Excelling at a Culturally Diverse Workplace: Organizational Cultural Dimensions
Paulina Nozka and Philip Lim, Ryerson University
Avalon Room

Addressing the needs of Ryerson University's culturally diverse student population, that originate from 146 countries, the Career Development and Employment Centre has developed a workshop to help students understand the Canadian workplace. This workshop is based on the research of Organizational Cultural dimensions pioneered by Geert Hofstede, and its' objective is to increase students' awareness of the multiple dimensions of Canada's workplace culture.



The CDEC regularly sees students who possess a solid set of technical skills, but do not fully understand the culture of the Canadian workplace. As a result, even after gaining employment, these students face a challenge in maintaining their positions and growing within their organizations. Within that context, a need for a deeper understanding of the characteristics of Canadian workplace dimensions, as compared to countries that are the source of the top immigration numbers to Canada has emerged. Participants are provided with specific strategies that can be used by graduates to successfully transition into the workplace. This presentation will include an overview of the program currently being implemented at Ryerson University, a hands-on activity, a summary of the resulting learning outcomes and the future potential of the approach.

B4: Young Women in Leadership
Nathan Laurie, Jobpostings Magazine
Battery Room

An exploration of the rise of women in the workplace through the perspective of the young female graduates entering it. Using insights and data gathered through Jobpostings member surveys, its annual Jobpostings women's issue, and its annual Young Women in Leadership event, this talk will focus on the attitudes and challenges young women face after graduation. The difference between ones education and work; the importance of mentors; lateral versus vertical career moves; workplace discrimination; work/life balance; the impact of pregnancy on one's career; and defining success; these topics and more will be discussed to see how the next generation of women will be shaping the workplace of tomorrow.

B5: Are We There ...YET? Examining Global Models for Careers Service Delivery in a Challenging University Context
Martin Smith, University of Wollongong, Australia
Columbus Suite

How are our strategic plans and service delivery models changing in the face of a stronger focus on quality coupled with increased student, employer and faculty expectations? Exploration of global trends will form an introduction to a case study on developments at the University of Wollongong in

the last 18 months - and the next 18 months. It is expected that this session will be a combination of knowledge sharing from the presenter - and from within the workshop group - so collectively we have a shared view of our future.

12:30pm – 2:00pm



Lunch

Sheraton
Fort William Ballroom

2:00pm – 3:00pm

Information Session Series

Information Session Presented by CPA Canada

The New Canadian Accounting Landscape and What it Means for Employers Garrison Room

Tashia Batstone, MBA, FCPA, FCA, – Vice President, Education Services, CPA Canada

Sandy Hilton, MA, PhD, CPA, CA – Director, Professional Education Programs, CPA Canada

The Canadian accounting profession is unifying as CPAs -- Chartered Professional Accountants. Find out more about the exciting new CPA education programs, and how they have been developed to meet the needs of employers across the country. This information session will introduce you to:

- **The CPA Professional Education Program** – or CPA PEP – the graduate-level program leading to the CPA designation.
- **The CPA Prerequisite Education Program** – or CPA PREP – the intense, accelerated program for those with undergraduate degrees who lack some or all prerequisites for admission to the CPA PEP.
- **A new certificate program** with its own entrance, education and assessment requirements for those pursuing an accounting career but not as qualified CPAs.



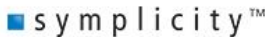
Information Session Presented by Symplicity

Maximize Student Development and Employer Engagement with CSM by Symplicity Signal Room

Symplicity is the industry's leading provider of career and cooperative education management tools. Built from the ground up by career services professionals, Career Services Manager (CSM) by Symplicity is designed to assist colleges and universities with all career development, advising, and recruiting needs. Symplicity offers many unique features such as virtual mock interviews, resume building, and online counseling appointments with live chat to prepare students for the challenges facing them as they enter the workspace.

In this session, we will explore all the features unique to CSM, focusing on its robust tools for student development and employer engagement.

Learn why more than 1,000 career centers worldwide use Symplicity to provide more advanced services and tools to employers and students than ever before while increasing efficiency and reducing operating costs.



3:00pm – 3:15pm

Networking Break



Sheraton
Registration Area

3:15pm – 4:15pm

Workshop Series C

C1: Going Social on Campus: Integrating Social Media in Canadian Career Centres

Lisa Kramer, RBC Garrison Room

It is not surprising that employers have adapted to changing times and are now utilizing a variety of social media outlets to connect with students. Is your Career Centres or Co-op Office up to speed on social media recruiting? Join Lisa Kramer as she talks about how educators can utilize social media to set their students up for success and build a stronger brand for their career centre.

*This session is ideal for Career Educators.

C2: Bridging Space & Time: Delivering Career Education at a Distance

Kerri Zanatta-Buehler & Jenny Peach, Sheridan College

Signal Room

As the need for new graduates to be better prepared for the workforce continues, the challenge of accessibility and volume is one that rings true for most Career Education Centres. The issues of time, resources, and service delivery are ones that we all struggle with and uncovering solutions to these issues are most valuable. As career educators, we realize that students operate in a “real-time” world – that they access us when they need us and more often than not, this means they cannot always see us when we can see them. As a result, many institutions are moving to an on-line delivery of their materials to provide this most necessary outreach and maximize their audiences. Hear how the Sheridan College has begun to work with two different on-line formats to provide career education their students:

The first is their “Career Management 101” on-line course, delivering their workshop content in an on-line delivery component, aligned with the Optimal Resume program. This allows students to access the necessary career information in a series of on-line modules, coupled with specific tasks in Optimal Resume™, all in a 24/7 environment. The second is that the Business Co-op program has integrated Desire2Learn to create S.E.L.F. (Sheridan Experiential Learning Forum). S.E.L.F is an online, concurrent program with resource materials and deliverables to support and assess co-op student work performance and interpersonal awareness while they are completing their work term.

C3: Effective Meetings

Erin Scheel, College Pro

Avalon Room

A practical and tangible session focused on how to prepare for, and run effective meetings. As roles and technology are ever-changing, how can we ensure that the meetings we have are impactful and move our organizations forward?

This session will touch on: Preparing to host a meeting, Technologies to consider, Group Engagement, Meeting Management and Follow-up. Inefficient meetings cost time and energy, so let's ensure we have the skill to make them great!

C4: 5 Steps to a World-Class Campus Recruiting Program

Graham Donald

Battery Room

In this highly interactive workshop, employers will learn 5 key steps to developing a successful campus recruiting program. Participants will work with templates and question-driven processes to draft plans and ideas for their strategies and tactics. Starting with the “why” of campus recruiting, employers will discuss their objectives and gain the perspective of other employers – in similar and different industries. They will collaborate with others in the room to develop an evaluation process to determine the gaps and strengths in the current strategy and create ideas and tactics to develop a stronger brand on campus. Participants will gain a fresh perspective on their campus programs and some concrete action items to take home and implement immediately.

C5: Shhhh - It's a Secret...

Jennifer McCleary, DeGroote School of Business

Colombus Suite

This roundtable discussion will be facilitated by Jennifer McCleary, CACEE President and Director, Student Experience at the DeGroote School of Business, McMaster University. The topics will be determined based on the audience. But, only attend if you wish engage, share and think big! “In my experience as a CACEE member, my best learnings from conferences are from other members”.

So, I am leading the dialogue on topics ranging from Student Engagement, Employer Development, What's Next for Campus Recruitment, The Next Ten Years for Career Centres, Employer Branding on Campus, Creative Techniques to Educate Students on the Importance of Employability - all in one session. This is NOT a presentation. I welcome employers and educators to join me to share best practices and dream about what you want to happen in the years to come as it relates to the transition from school to work.



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Networking Reception & Volunteer Awards

4:15pm – 6:00pm

All are invited to attend this reception where CACEE Volunteers will be recognized.

Sheraton
Court Garden

Rally in the Alley

6:00pm – 9:00pm

Experience St. John's culture and nightlife! After a fish n' chips dinner at a local pub, head down to the infamous George Street for a pub crawl complete with Irish Step Dancing lessons, a "Screech In" ceremony and more. At the final stop, enjoy live, local entertainment. See the "Social Activities" document for details to see what is all included.

**This is an optional activity and is not included in your 2014 CACEE National Conference registration. Please see "Social Activities" document on the CACEE National Conference webpage for more details.*

Networking Suite

9:00pm – 12:00am

Network with other attendees at the last stop of the Rally in the Alley. All are invited to attend.

TBD

Tuesday, May 27th, 2014

8:00am – 9:00am

Breakfast

Sheraton
Fort William
Ballroom

Keynote Speaker Presentation

9:00am – 10:15am

CACEE welcomes Nora Duke, President and CEO of Fortis Properties Corporation.

CACEE welcomes Dr. Rob Shea, Associate Vice-President of Academic and Student Affairs for the Fisheries and Marine Institute of Memorial University of Newfoundland

Sheraton
Fort William
Ballroom



10:15am – 10:30am

Networking Break



Sheraton
Registration Area

10:30am – 11:30am

Workshop Series D

D1: Branding Through Storytelling - The Power of Story. How Scaredy Squirrel and a Goat Might Actually Get You the Job!

**Karen Jenkins & Tamara McCormick, Bow Valley College and Bruce Randall, Calgary Region Immigrant Employment Council (CRIEC)
Garrison Room**

Enhance your career services through storytelling. An interactive session, that will show you how branding and storytelling can be utilized to teach students how to find employment, how to market your students to employers and how to market your career services to students. Through consideration of four core competencies; leadership, problem solving, articulation of critical thought and flexibility/adaptability participants will learn about the power of storytelling. Learn how to speak about yourself, your students or your services with passion and sincerity, all while giving insight into your personality. This skill builds connections and is a key to success for all types of professionals. The art of storytelling can vary between cultures, demographics and professions. Find out how to tailor your stories for any situation or context. Break-out groups will provide an opportunity to practice the art of storytelling. This low-cost ancient technique of connecting with others can be used in

interviews, employer information sessions, networking events, business meetings and presentations. Plus find out how Scaredy Squirrel and the Goat are relevant to this topic.

D2: What Human Books Can Do for You! 15 Minutes can Change Your Life

Irene Wallace, Camosun College

Signal Room

Tomorrow does (or can) start here' when we cross paths with the right person(s) who has/have the potential to change and influence our career path. Come and hear about Camosun College's Living Library Event. The bi-annual format co-hosted by Student & Alumni Employment Services and the college Library, has seen amazing results. Students have landed jobs, mentorships have formed, volunteer opportunities have been discovered, employers have discovered great employees, alumni returned to contribute, and as well, participants practiced their networking skills. Students get to 'sign out' selected guests (human books) for 15 minute appointments to dialogue about their careers and education background. Come and learn how the event is pulled together and how it is gaining notice from the Camosun College community.

D3: EDGE: Professional Skills Development Opportunities for Memorial University's Graduate Students

Julie Bowering, Memorial University

Avalon Room

EDGE (Enhanced Development of the Graduate Experience) is a comprehensive collection of professional development programs and services that help provide students with the complementary skills required to be successful in their lives after graduate school. EDGE was initially launched in 2007 and revamped in 2013 after consulting various stakeholder groups and the Canadian Association for Graduate Studies (CAGS) discussion paper, "Professional Skills Development for Graduate Students." EDGE is also based on the best practices of various other graduate school professional development programs, such as the award-winning McGill "SKILLSETS".

Participants will have the opportunity to hear about this initiative and well as collaborate and possibly discuss new and innovative ways to meet the professional skills development needs of Canadian graduate students.

D4: Best Practices in MBA Employment Data Collection

Mark Peterson, MBA CSEA President and Director, MBA/Graduate Business Career Services, Iowa State University of Science & Technology

Battery Room

Do you struggle with how to capture and analyze employment data about your MBA students in meaningful way? The MBA Career Services & Employer Alliance (formerly MBA Career Services Council) will provide information about how business schools can collect and analyze their employment data to ensure it's consistent, comparable and relevant to stakeholders. The session will include an introduction to the Standards for Reporting MBA Employment Statistics as well as best practices for successful data collection methods.

D5: Career Options Student Ambassadors Session

Career Options

Columbus Suite

In this session, participants will have the opportunity to talk to Career Options Student Ambassadors about their personal experiences with recruiting, job searching and preparing for the workforce.



11:30am – 1:00pm



Lunch & Annual General Meeting

Sheraton
Fort William
Ballroom

1:00pm – 2:00pm

Workshop Series E

E1: Selling CSIS Careers: A Mix of Advertising and Face-to-Face with Potential Applicants
Sylvain Briand & Roxanne Ouellette, Canadian Security Intelligence Service

Garrison Room

Although CSIS is still relatively new at the recruiting game, we have made tremendous strides in the last few years, including more than 1 million visits to csiscareers.ca and more than 100,000 CVs. Part of that success includes our September 2013 targeted recruiting "blitz" in Toronto. Another first for the Service, the blitz includes key messaging at GTA colleges and universities campuses, in the TTC (subway), sports events, radio, and social media. The ads were complemented by career information sessions that allowed students to interact one-on-one with CSIS recruiters. The blitz brought in IT applicants that we required, and just as importantly, raised the profile of the Service. In this workshop, you will learn how to leverage your recruiting efforts in one city, including having a strong presence on various campuses. We will be sharing the details of the blitz step-by-step, including some of the challenges of recruiting for a top secret agency.

E2: Employer Services Assessment Re-Set

Ian Ingles, Ryerson University

Signal Room

For many years, assessment of employer services and its programs at the Ryerson University Career Development & Employment Centre (CDEC) followed the same plan. Emphasis was on measuring rates of satisfaction as well as participation rates. As times changed, it became clear that we needed to improve how we told our story and how what we did had a direct impact on student employment. For the 2013-14 academic year, Employer Services at the CDEC set out to re-model its assessment activities with a focus on measuring the outcomes of its various services and programs. The goal of this initiative was to measure the true impact of the things we do in order to better tell our story. We also wanted to determine what our most effective programs were in order to better allocate our future resources and efforts. A comprehensive plan was put into place to align what we measured with the goals of senior administration at Ryerson. This presentation will outline the details of what we did, what we collected, the challenges we faced and how we are using the information moving forward. We will also present the framework that we used to plan our assessment activities.

E3: Helping Students Develop the Skills, Behaviours, Disciplines & Habits Needed to Succeed in a Career

Leighton Healey, College Pro

Avalon Room

college pro

The session will present a necessary paradigm shift that education institutions must undergo to prepare students for success after school. This session will identify common mistakes made in preparing students for the workforce and will demonstrate to participants a clear overview of the skills and behaviours students need to develop while in university to maximize not simply employability but career success. Through examples and practical methods, participants will be encouraged to go beyond setting their goal on simply helping a student 'get' a job, but rather helping a student prepare themselves to 'succeed' in a job by developing hard and soft skills.

E4: CDAA - Career Development Association of Alberta

Victoria Chio, CDAA - Career Development Association of Alberta

Battery Room



The Career Development Association of Alberta (CDAA) is a self regulated professional association whose members are dedicated to providing the highest quality career development services in support of individuals and companies to reach their fullest potential. As a professional association, the CDAA connects members to current information, resources and initiatives; builds partnerships with organizations and ally with career development leaders, engage in learning opportunities; and set professional standards. The board of directors and members participate in local, provincial and national projects to connect educators, government and industry in the pursuit of supporting Canadians in successful job search. Educators and employers are invited to take part in this session to share and collaborate on the ways career development impacts our workplace and clients.

E5: Resume Writing for the Online Job Search

Pamela Paterson, Consultant and Author, Get the Job

Columbus Suite



With the proliferation of online job applications, it is critical that career educators understand how to transform a print resume into an online resume. Learn the key strategies that will help your clients get their resumes top-ranked in HR systems and in front of hiring managers. This session will explore effective layout and design, applicant tracking system technology, and how resumes are favorably filtered and ranked. Propel your clients into job success with online job techniques that have been called "scientific" and "amazing". This session is presented by Pamela Paterson, recognized expert

2:00pm – 2:15pm

Networking Break

Sheraton
Registration Area

2:15pm – 3:15pm

Workshop Series F

F1: Technology Career Programs: Building a Talent Pipeline

Alex D'Souza & Tracy Lutz, CIBC

Garrison Room

The Technology co-op Program at CIBC has grown substantially since 2010. The program needed to attract top talent, ensure meaningful work experiences and build a talent pipeline for the organization. The presentation will describe the challenges the Technology co-op Program faced in 2010 and how a vision was established for the program in the future. In the presentation we will walk-through the tactics used to grow and improve the program and discuss how different attendees may tailor tactics to their specific needs.

The vision includes ensuring there is one team – the Technology Career Programs team – that is the single point of contact for all stakeholders including students, schools and CIBC managers. Meaningful and valuable work experience as well as a good end-to-end overall experience through social activities and development opportunities. Tailoring the on campus visits and marketing materials to suit the target students was important to ensure students not only attended our events but were engaged and interested in what we had to offer.

The presentation will continue by showing the Technology Co-op program today and the results of the vision being delivered. We will show the changes in satisfaction of the students and managers compared to the level of satisfaction prior to the changes. Awards as well as feedback received from students and managers will be shared. We will review the lessons learned from the experience and discuss key takeaways for attendees when building a pipeline of talent for their organization.

F2: Unlock the Secret to Campus Recruitment Results

Lori Bauld & Ally Howard, Dalhousie University

Signal Room

Traditional information sessions are lacking luster; going beyond traditional recruiting methods is not only necessary, but critical in engaging future top talent and building your brand on campus. In today's emerging markets, career services professionals and employers must be equipped to prepare and attract students to participate in a variety of career development initiatives. In this session we will explore some of the evolving practices used by career practitioners and present innovative ways to engage students and employers as they confront the fast changing world of recruitment. In addition to student vignettes outlining successful engagement and recruitment strategies, video testimonials from top tier employers, will be shared, and discussed. Hear directly from students on what recruitment strategies appeal most to them, and who they are selecting as 'employers of choice'. Our presentation will also include employer survey results regarding initiatives and future outlooks on co-op and grad recruitment.

F3: Career Education in the Age of Engagement

Tony Botelho, Simon Fraser University

Avalon Room

This session will highlight the areas of intersection between the fields of student engagement and career development, and will focus on how contemporary approaches to career education can play a key role in student engagement initiatives. The session will conclude with recommendations for integrating career education into the university experience and by sharing examples from Simon Fraser University. Time permitting, some humour might also be included.

F4: Differentiation: A Crucial Step for Attracting Millennials

Jason Kipps, Universum

Battery Room

The audience will learn about the importance of a company's Employer Value Proposition (EVP), the essence of what distinguishes one employer from another. We will illustrate the term we've coined as "life careerism," which describes the importance of the unity of one's career with one's lifestyle and

values. As companies define or refine their EVP, it is critical to understand what drives and motivates millennial behavior, as crafting appropriate messages that demonstrate an employer's behavior and value systems will enable a company to attract and retain the next generation of employees.

F5: Career Intelligence – Building Your Career Success!
Xiaohai Lin, George Brown College
Colombus Room

The labour marketing is evolving in an unprecedented pace. Can the current job search strategies keep up with the pace of changes in the labour market? How should we prepare our students and ourselves for the changes? This workshop will examine the holistic perspective of career management (including career well-being and cultural Intelligence) and focus on an entrepreneurial and creative approach in career search and management. By the end of the workshop, the participants will take away with 10+ new and innovative job search strategies, gain new tools on how to maintain and enhance their career well-being, acquire an increased awareness on cultural intelligence at work along with some practical tools regarding how to cultivate their cultural intelligence, and gain some proven strategies and best practices that will be covered in the workshop.

3:15pm – 6:00pm

Free Time

6:00pm – 12:00am

Tuesday Night Dinner and Social



Attendees enjoy a St. John's inspired evening beginning with dinner, followed by a performance from the Irish Dance Troop. At 9:00pm, the Larry Foley Band takes the stage for some entertainment and dancing.

Sheraton
Fort William
Ballroom

Wednesday, May 28th, 2014

8:00am – 9:00am

Breakfast

Sheraton
Fort William Ballroom

9:00am – 10:00am

Workshop Series G

G1: Mobile Recruitment: Are You Ready
Ben Thompson, TMP Worldwide
Garrison Room



Consumption of information has changed. Mobile and portable devices have exceeded desktop computers in terms of sales, years sooner than predicted. User habits have changed too – over a third of all Internet searches are performed on mobile devices and access to predominant social networks is now via mobile in the majority. The timely session presented by TMP Worldwide will demystify the components of an effective mobile recruitment communications strategy including an overview of global mobile usage and trends, the mobile user experience, best practice approaches for design, development and content creation, mobile marketing and engagement tactics and making the most of metrics from mobile.

Following this session, attendees will: Understand the importance of a mobile optimized digital presence from a recruitment perspective, identify the components of a successful mobile recruitment communications strategy, appreciate the need for context with respect to content and the value of leveraging location and social interaction via mobile devices.

G2: Fanshawe Cares - Opening Doors for International Student Careers!
Darlene O'Neill, Wendy Curtis & Janice Lamoureux, Fanshawe College
Signal Room

Fanshawe College is the Association of Canadian Community College's Silver Medalist for 2012/13 in Internationalization. Currently Fanshawe has over 1600 International students from 50 countries. The International Office, Office of the Registrar and Career and Co-operative Education work closely together to ensure our International students have an optimal experience while studying at our and college and are fully prepared for a positive Canadian work experience. Employers consistently comment on the value of these students and graduates when they enter their workforce. This workshop will showcase the creative and innovative approaches we take to create a culture of inclusiveness, caring and premiere employment preparation for International students at the college.

G3: Professional Career Planning Curriculum for Engineers

John Fagan, University of Victoria

Avalon Room

Engineering 330: Professional Career Planning and Engineering Leadership is a new course offered to UVic Engineering students for the first time in 2014 as a complementary elective with full course credit towards their program. Integrating career development elements into program curriculum involves faculty engagement and collaborative efforts with an open mind and a long view. This session will share the strategies used in bringing this course to life, and will include discussion of the broader faculty engagement, student engagement, and industry collaboration required.

G4: Career Development in the Canadian Workplace: National Business Survey

Riz Ibrahim, Canadian Education and Research Institute for Counselling (CERIC)

Battery Room

In an effort to understand the state of career development in the Canadian workplace, CERIC commissioned Environics Research Group to survey 500 employers in the fall 2013. Join us to hear the results of this survey and discuss its implications for your work. The survey charts new territory with an in-depth look at the response of Canadian business to youth unemployment, the business view on just how real skills shortages are in this country, and insights on exactly how business is recruiting and training talent today. Among the questions that will be answered: In a world of LinkedIn are resumes obsolete? What is the gap between what Canadian businesses want of young workers compared to what they actually bring to the job? And what kinds of support are companies providing for career development today?

G5: How Applying Millennial Focused Marketing Principles and Basic Data Analysis Can Better Engage and Prepare Your Students to Move Out of University

Michael Tacorda, University of Toronto

Columbus Suite

As a Career Educator, do you know what your students want to learn about? Do you know how to leverage millennial based marketing strategies to engage students in designing and taking action in their own career education? Is it possible to challenge the “one-size” fits all career education models and create a “Career Centre on Demand” that caters to each student’s needs and goals?

Follow the story of how one full-time staff member blew up the traditional career centre model by using Gen Y marketing principles and frankensteined the pieces to being accessible and Millennial-friendly to achieve the following: Using data analysis to determine what services and workshops Gen Ys actually want and need (FYI, they did not just want to know about resumes or interview skills), applying holistic and customized approaches to student development as opposed to prescriptive, “toolistic” driven resources, leveraging social media and surveying tools to provide more in-depth services for employers, and engaging faculty to join the effort and research what is causing the epidemic of new grads living in their parents’ basements to figure out what career centres can do about it.

10:00am – 10:15am



Networking Break

Sheraton
Registration Area

10:15am – 11:30am



Keynote Speaker Presentation

CACEE welcomes Adam Kreek, Olympic Gold Medalist, Social Entrepreneur and Expert in High Performance

Sheraton
Fort William Ballroom

Conference Closing

11:30am – 12:00pm

The winner of the Cupples Cup will be announced, followed by the unveiling of the 2015 CACEE National Conference location and closing remarks.

Sheraton
Fort William Ballroom