

2014 CACEE Year End Professional Development Conference

DETAILED AGENDA
Tuesday, December 2nd, 2014
The Sheraton Centre Toronto



7:30am – 8:20am **Registration and Breakfast**
| [Willow Ballroom](#)

8:20am – 8:30am **Conference Opening**
| [Willow Ballroom](#)

8:30am – 9:30am **Keynote Speaker – Dr. Greg Wells**
| [Willow Ballroom](#)

Dr. Greg Wells is a health and high performance expert who inspires better living through better nutrition and better fitness. As a coach, scientist and physiologist Dr. Wells has amassed more than 20 years of world-class experience with the extremes of human health and performance. As a result, he understands how it is possible for anyone to have better health, energy and fitness.

9:45am – 10:05am **Networking Break**

10:05am – 11:05am **60 Ideas in 60 Minutes**

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 60 ideas in 60 minutes...

Choose from one of our four industry hot topics and facilitators will lead the discussion to brainstorm as many ideas as possible. The facilitator 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 2015!

60-A. Advancing Diversity in the Workplace
| [Carleton Room](#)

Facilitated by Amy McLellan, Dalhousie University, Lisa Kuiper, Brock University & Christine Zannier, BMO Financial Group

60-B. Enhancing the Key Relationships Between Employers and Schools
| [Oxford Room](#)

Facilitated by Graham Donald, DAY Communications

60-C. Paid vs. Unpaid Internships
| [Norfolk Room](#)

Facilitated by Paul Smith, CACEE

60-D. Challenges to Entry Level Employment
| [Peel Room](#)

Facilitated by Hilary E. Robinson, MAJ Communications

11:05am – 11:15am

Travel Time (10 minutes)

Breakout Series A

11:15am – 12:00pm

A1. Campus Recruiting Certificate Program – Module 1

| [Oxford Room](#)

Presented by Sherri Dickie, Vector Marketing Canada, & Nancy Moulday, TD Business Banking

In the first session we'll be working through a Campus Program Analysis and building your business case to recruit on campus.

This is an opportunity for you to get Module 1 completed for no additional charge, with your conference registration.

The next 4 webinar based modules will be as follows:

2)Advertising your job and Building your Brand on Campus 3)Identifying Talent and The Critical Student Experience 4)Selection and the offer process 5)On Boarding.

Upon completion of all five modules, participants will receive their Campus Recruiter Certificate.

A2. Young Women in Leadership

| [Oxford Room](#)

Presented by Nathan Laurie, Jobpostings.ca

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 in an interactive way to see how the next generation of women will be shaping the workplace of tomorrow.

A3. LinkedIn Secrets to Maximize Your Career Options

| [Norfolk Room](#)

Presented by Gary Van Donkersgoed, Bridgemount Solutions Inc

LinkedIn, like Google, continuously adjusts their ranking algorithm. In this session you will learn from someone who has been using LinkedIn most everyday for over nine years, and learn the value of LinkedIn, how to position and increase your LinkedIn ranking, how to build your LinkedIn network, and how to use LinkedIn to find your first job after graduation.

All of this will be learned by using the FREE version of LinkedIn available to everyone.

A4. Non-Traditional Recruiting Strategies Panel

| [Peel Room](#)

Facilitated by Ildi Arlette, Results Continuum Inc.

In this panel discussion, Facilitated by Ildi Arlette, a group of panelists will discuss the different and non-traditional recruiting strategies and key elements.

12:00pm – 1:00pm

Lunch

| [Willow Ballroom](#)

Breakout Series B

1:00pm – 1:45pm

B1. CACEE Award Winners

| [Carleton Room](#)

Presented by CACEE Award Winners

CACEE Award Winners from this past 2014 CACEE National Conference come together to share their winning programs and initiatives.

B2. Universum Student Survey: A University Perspective

| [Carleton Room](#)

Presented by Jason Kipps, Universum

Based on the results of Universum's annual Student Survey of 30,000 university students, Jason will present what Canadian students are most interested in when it comes to their future employers. He will also discuss where students turn for information about employers, what

channels are most influential, and how university career centres can make the biggest impact when communicating with their students and employer partners.

B3. Starting Over: How to Build a New and Engaging Coop Prep Course

| [Norfolk Room](#)

Presented by Jeff Ollinger, McMaster University

Has it been a while since you updated your coop prep course content? How can we be sure we are delivering effective content that keeps the attention of the student? In Summer 2014 at McMaster Engineering, we threw out our old coop prep course and built a new one. In this presentation we will discuss our methodology, our goals, our challenges, how we linked with industry, and share student feedback we have received on new course content and delivery.

B4. Leadership Development Programs Panel

| [Peel Room](#)

Moderated by Jennie An, GE

In this panel discussion, moderated by Jennie An from GE, a group of panelist will share their knowledge and expertise on the topic of Leadership Development Programs.

1:45pm – 1:55pm

Travel Time

1:55pm – 2:40pm

Breakout Series C

C1. Student Views on Social Media Hiring Panel

| [Carleton Room](#)

Moderated by Griffith D'Souza

Social Media has increasingly become a tool for engagement and campus recruitment. But what do students think about social media recruitment? Learn first-hand about student's experiences and views. A panel of students from select university and colleges, and diverse programs will share their view points about what it all means to them. This will help inform you with the insights you need to help inform campus programming as educators as well as insights to improve campus recruitment for employers.

C2. Competitors or Allies – CACEE and CAFCE – Moving Forward in a Competitive Market

| [Oxford Room](#)

Presented by Karen Reimer, University of Guelph & Carol Ann Olheiser, University of Waterloo

The Canadian Association of Career Educators and Employers (CACEE) and the Canadian Association for Co-operative Education (CAFCE) are two organizations that seek to enable student employment. Over the past several years CACEE and CAFCE have worked collaboratively on a variety of initiatives. Should this end? Or should collaboration become a mutual goal? Are CACEE and CAFCE in competition, or are they allies within an ever changing market? Join this discussion and share your ideas on CACEE/CAFCE collaboration.

C3. “I Want to Be an Astronaut”: Reading Between the Lines With Generation Y

| [Norfolk Room](#)

Presented by Lauren Friese, TalentEgg

As employers and educators, we seek to understand students so that we can reach them effectively. We often identify priorities and interests using direct student feedback – i.e. by asking them what they want to be, what type of environment they'd like to work in, and which companies they'd most like to work for. However, in reality, students' career goals and interests change many times as they approach graduation – then change again once they start their first job. This presentation will unpack the key limitations of direct feedback and share ideas and tactics for how, by engaging with students' values vs. their stated interests, leading employers can proactively identify, develop, attract, and recruit top students and grads.

C4. Use of Assessment Centres Panel

| [Peel Room](#)

In this panel discussion, a group of panelists will explore topics and challenges surrounding the use of Assessment Centres.

- 2:40pm – 3:00pm **Networking Break**
| [Courtyard Foyer](#)
- 3:00pm – 3:20pm **Quick Hit #1: Competitors or Allies – CACEE and CAFCE Overview**
| [Willow Ballroom](#)
Presented by Karen Reimer, University of Guelph, Carol Ann Olheiser, University of Waterloo
- 3:20pm – 3:40pm **Quick Hit #2: CACEE Benchmark Survey**
| [Willow Ballroom](#)
Presented by Paul Smith, CACEE
- 3:40pm – 3:50pm **Conference Closing**
| [Willow Ballroom](#)
- 4:00pm – 5:30pm **Holiday Networking Reception**
| [TBD](#)