

Sunday, June 7, 2015

6:00pm – 7:00pm	New Members Reception	Bonaventure Parlour
7:00pm – 10:00pm	President's Dinner & CACEE Awards	Governor General Ballroom
10:00pm -12:00am	Networking Suite	Daly's

Monday, June 8, 2015

8:00am – 9:00am	Registration & Breakfast	Governor General Foyer
9:00am – 9:15am	Conference Opening	Governor General Ballroom
9:15am – 10:15am	Keynote Speaker Doug Tetzner, Head of Talent Acquisition at Shopify	Governor General Ballroom
10:15am – 10:30am	Networking Break	Governor General Foyer
	Breakout Series A	
	<p>A1: Effective Social Media Strategies for Campus Recruitment Presented by Nathan Laurie, Jobpostings.ca, Rabbiya Hussain, Adidas Group Canada & Sherri Marshall, Loblaw Companies Ltd. <i>Alberta Room</i></p> <p>Through real world examples, actionable handouts, and a live step-by-step online tutorial, this workshop explores the latest social media strategies and tactics employers can use to recruit a younger demographic in an authentic and cost effective way. Students and recent graduates are the largest demographic of applicants who apply for the entry-level positions that make up the bulk of new recruits employers hire each year. As any recruiter will agree, hiring the numbers needed to meet their company's yearly hiring quota can be time consuming challenge. For this reason, it is vital to use innovative means to reach out to this demographic in a way that speaks their language. That's why this workshop will be your first Facebook and Twitter language lesson of 2015, giving you the tools to execute and fully measure your social media outreach and ROI.</p>	
10:30am – 11:30am	<p>A2: Simulation Assessments: The Key to Training and Hiring Graduate Students Presented by Kyle Bissett, Grad Potential <i>Newfoundland/Nova Scotia Room</i></p> <p>Upon graduating, today's students are facing yet another challenge: landing their first job in their field of study. Underemployment rates in Canada are high. Graduates are getting jobs they are very overqualified for. In a job market where there is heavy emphasis on the resume and interview, how does a recent graduate show they have the potential to be a star employee? We believe graduates need the ability to participate in real life business settings to show employers they have soft skills and potential. In this seminar we will touch on how simulations can: allow universities and colleges to train their students for real life business settings and allow employers to identify skills and potential not seen in a resume and interview.</p>	
	<p>A3. Driving Operational Excellence in University Careers Centres Presented by Domenic Belmonte & Maurice Chang, PwC Canada <i>Quebec Room</i></p> <p>The need for all organizations to find efficiencies, free up capacity and be more transparent has never been greater. But for Canadian universities and colleges, these pressures are even more acute. Student demands are increasing. They want better,</p>	

faster and more convenient services while education grants and funding stay flat. All the while a demographic shift within the work force is happening. An aging workforce is leaving the job market and with them, critical knowledge of the institution's operations. And without budget increases, replacing that talent is a challenge. This means universities and colleges need to do what it does best: find ways to improve performance without increasing costs. A shift in mindset has to happen, focusing on improved service levels, creating capacity, increasing productivity and growing capabilities. And in order to do this, leaders need to focus on the student and find ways to reduce waste and improve value-added activities. By approaching these challenges with evidence-based techniques, cultural change can take hold and stick to drive overall operational excellence.

During this session, members of PwC's Education Consulting team will share insights from their extensive experience gained from working with a broad spectrum of Canadian higher education institutions in the quest to achieve operational excellence. We will share case studies of how Canadian Universities and Colleges have applied principles of continuous improvement and lean thinking to achieve operational excellence. This session will show case real life scenarios in university/college administrative areas driving operational excellence - including a discussion of the business drivers for change, the approach taken by the institution, and the results achieved. Most importantly, you will gain insight into how you can apply the learnings from these case studies to your own institution so you can start your journey to operational excellence as well.

A4: Career Cafe - Fostering Career Conversations & Building Networking Skills
Presented by Bev Stevens, Gustavson School of Business, University of Victoria

Nunavut Room

Getting students to develop and utilize their networking skills is always a challenge. This presentation will walk you through how we created, with limited resources, a unique event by which students could connect with alumni in their fields of interest, practice their networking skills and gain valuable career advice. As this was a virtual event connections were made via phone, skype and in-person with alumni located throughout the world. To date, this event has run twice with great success seeing over 55 students participate and with over 140 connections being made.

A5: Accommodating Under-Represented Individuals in the School-to-Work Transition

Presented by CACEE Diversity Committee

Les Saisons Room

The topic of diversity is a key objective for CACEE's national board and with a designated committee, CACEE proudly promotes inclusivity for *under-represented individuals newly entering the workforce. By sharing information and resources on the topics of workplace diversity and inclusivity, we aim to better the school-to-work transition for ALL students and new graduates across Canada.

Keeping with such mandate, CACEE's Diversity Committee is hosting a panel discussion in response to our members' request to learn more about community groups (Persons with disabilities, LGBTQ community, Aboriginals, Women and Newcomers) directly from external associations / organizations / federal departments who distinctly service these (groups of) individuals. With a deeper understanding we (both employers and educators) may be better equipped to target, advise and be inclusive to ALL in the school-to-work transition.

	*Under-represented individuals may include, (but not limited to) ones race, ethnicity, creed, gender, sexual orientation, socio-economic status, age, physical and mental abilities, etc.	
11:30am – 12:30pm	Lunch	Governor General Ballroom
12:30pm – 1:30pm	Breakout Series B	
	<p>B1: Panel Discussions: Three Perspectives on Hiring for Alberta's Oil & Gas Industry Presented by Corrine Bell, Devon Energy, Holly Ivanko, Nexen CNOOC Ltd. & Amanda Cleveland, ConocoPhillips <i>Alberta Room</i></p> <p>As Alberta's oil & gas industry continues to grow, we all hear the challenges of hiring professionals. But what challenges do oil and gas campus recruiters face when hiring summer, coop and internship students, as well as new graduates? From remote work locations in Northeastern Alberta, varying industry perception across our country, internal cautious use of social media and competition amongst ourselves to hire top talent, recruiting can be a rollercoaster ride! Not to mention trying to keep engaged with students and career practitioners on campus from downtown Calgary! Join Corrine, Holly and Amanda, campus recruiters from three oil and gas companies in Calgary for a panel discussion.</p>	
	<p>B2: De-busting Myths on the Millennial Generation Presented by Debbie Amery & Rhoda Seto, PwC Canada <i>Newfoundland/Nova Scotia Room</i></p> <p>PwC Canada is a Millennial organization. By 2016, 80% of our global workforce will be Millennials. In 2013, PwC, the University of Southern California and the London Business School announced the results of the largest, most comprehensive study ever conducted into the attitudes of Millennial employees. By virtue of this sweeping study, PwC possesses the most comprehensive body of research into the aspirations, work styles and values of professional service employees in the Millennial generation. The findings both confirm and dispel stereotypes about Millennials and provide compelling guidance as to how organizations and careers services must change the course to fit the demands of Millennial students. The research also shatters commonly held myths about Millennials in the workplace, uncovering attitudes and behaviour that may surprise you. During this interactive presentation we will share many of the insights of the study, steps PwC is taking as a result and our lessons learned, as we prepare for 80% of our workforce being Millennials.</p>	
<p>B3: Standards for Canadian Co-Curricular Recognition Programs Presented by Chris Glover, Dalhousie University & Kimberly Elias, University of Toronto <i>Quebec Room</i></p> <p>In recent years many institutions have adopted Co-Curricular Recognition Programs. Within this movement a new network has been established with representation from over 70 post-secondary institutions across the country. As more institutions continue to implement programs and as these programs become more recognizable to external audiences, the discussion of the need for a common set of principles, or guidelines has emerged. In this interactive session Kim Elias from the University of Toronto and Chris Glover from Dalhousie University will present a draft position paper on suggested guidelines for co-curricular recognition programs in Canada. Attend this session and participate in the discussion! Description - Co-Curricular Recognition Programs (CCR) often provide a searchable database of co-curricular opportunities, encourages students to reflect on and articulate relevant core skills developed, and</p>		

	<p>produces an official validated record. The CCR can act as a translation tool in the hiring process, where it highlights relevant core skills that employers are looking for. In a recent survey, 77% of employers stated that they are very likely or likely to review a CCR if it is attached to an application, and 73% if brought to an interview (Elias, 2014). However, while there is interest in using the CCR in the hiring process, there are varying differences in institutional CCRs, including the criteria, validation process, and information presented on the document. These differences can cause more confusion than clarity, and devalues the CCR program as a whole, where it makes it difficult to compare candidates across institutions.</p> <p>The CCR Professional Network met in May 2014 to share best practices and to discuss the future of the program in Canada. During the 2-day Summit, participants recognized the need to develop guiding principles and standards. Guidelines or standards will provide a set of expectations for Co-Curricular Recognition Programs. The standards will address the necessary components to a CCR program and identify the minimum requirements for the printed document. Each institution will likely have unique nuances. Having standards will instill confidence in external audiences (including employers and graduate/professional programs), since it will create a shared expectation of quality amongst all institutions with a Co-Curricular Recognition Program.</p> <p>B4: Hub & Spoke: Delivering a Faculty Based Career Services Model Presented by Caroline Konrad & Rachel Barreca, Ryerson University <i>Nunavut Room</i></p> <p>Responding to student’s calls for more tailored career education, hear about a framework for career services to design and deliver career development programs (CDP) alongside a student’s degree at Ryerson University. Based on Six Principles of Support and tailored by year of study and academic field, the CDP’s purpose is to ensure all post-secondary students are exposed to career education from the beginning of their degree.</p> <p>Key facets of this career service model include:</p> <ol style="list-style-type: none"> 1. Career Consultant teams based dually in Faculty and the central Career Centre; 2. Campus Engagement Consultants with expertise in student development theory delivering career education to student leaders and student societies; 3. An employer model focused on bringing organizations into their targeted programs of study <p>The session is based on the presenter’s experience implementing Faculty-based career models as well as highly engaging student programs in both the United Kingdom and Canada.</p> <p>B5: CACEE and Magnet Presented by Paul Smith, CACEE <i>Les Saisons Room</i></p> <p>Recently, the CACEE Board of Directors accepted an invitation to join the Advisory Council of Magnet, a not-for-profit social initiative co-founded by Ryerson University and the Ontario Chamber of Commerce. Magnet attempts to connect jobs to people and to help communities to work more productively. The session will consist of an update on activities, and will provide a forum for discussion.</p>	
1:30pm – 1:45pm	Networking Break	Governor General Foyer
1:45pm – 2:45pm	<p>Breakout Series C</p> <p>C1: Externships: Practical, accelerated and experiential. Students Learning at Work Presented by Danielle Jackson & Dan Dillon, Memorial University <i>Alberta Room</i></p>	

Career Development and Experiential Learning (CDEL) at Memorial University has launched a new Externship pilot program. These externships are short practical experiences that allow students to network, gain and enhance employability skills and explore careers in fields related to their areas of study. This innovative program has allowed CDEL to partner with a wide range of community organizations to create opportunities for students whose degree programs do not contain a work component. Externships are different than a traditional Co-op experience in that students in non-professional programs commit to a two-week placement through a competitive application process. We are excited to share with CACEE members that not only do students benefit from a brief work experience but employers also get an opportunity to work one-on-one with potential employees.

C2: One Size Doesn't Fit All - The Case for Customized Recruitment Solutions for Employers

Presented by Trevor Buttrum, Insurance Institute – Career Connections

Newfoundland/Nova Scotia Room

We know that employers are as diverse... So are their needs when it comes to the campus recruitment space. In a time where resources are tight, service delivery models are evolving, a perceived 'skills gap' is the talk of our labour market, and the value of career services is under the microscope... How can we balance the unique needs of employers with the campus reality?

Career Connections, as a division of a professional designation body (the Insurance Institute) has a unique vantage point, both, from its employer network and from its role within career education. Career Connections also recognizes the challenge of promoting a brand/career pathway that is relatively unknown on campus.

Using real life examples, we will explore successes (and, learning moments) in creating innovative and customized solutions that met objectives without stretching resources too thin or breaking the bank (on both sides). Life outside the mold can be kind of fun...let's explore it together!

C3: Connecting Creative Industries Students to Career Development

Presented by Tang Choy, Ryerson University

Quebec Room

To provide tailored career development sessions for specific faculties, the Ryerson Career Centre implemented a new and dynamic student engagement model in September 2014. A designated Career Consultant now works closely with each faculty to help pinpoint the employability needs of students and alumni in different sectors.

This session will provide an overview of the Ryerson Career Centre's initiatives within the Faculty of Communication and Design (FCAD) to increase awareness and use of career services amongst students in creative industries. Lower FCAD student engagement from previous years has prompted a fresh spin on outreach, service delivery, and communication strategies from the Career Centre.

The FCAD Career Café was launched to facilitate mobile and onsite career support to communication and design students in the form of small group career chats, a drop-in kiosk and one-to-one appointments. This pilot encourages an innovative approach to student engagement and has provided community sponsorship opportunities.

C4: Enter for a Chance to Win: Exploring New Models for Engagement

Presented by Jamie Kunkel, University of Guelph-Humber

Nunavut Room

Whether you are an educator or an employer, engagement in on-campus events can be a challenge. How do we get students, faculty, and even employers or staff to see the value in what we are offering? This workshop will explore techniques that have

	<p>successfully engaged key stakeholders in past on-campus recruitment events, and provide a sounding board to discuss new techniques that could be used moving forward in the fields of career services and on-campus recruitment. Using the specific example of the University of Guelph-Humber's revamped Business Networking Event/Contest as a model to help facilitate discussion, the goal is for every person in the workshop to leave with at least one new idea to help increase engagement in their services/events. Texting during the presentation will be encouraged, and there may be prizes.</p> <p>C5: InternSHIFT: How Internships Increasingly Contribute to Socio-Economic Sustainability Presented by: Naguib Gouda, Career Edge <i>Les Saisons Room</i></p> <p>Internships have changed the way businesses attract and recruit talent, fundamentally replacing the entry-level jobs of yesteryear. This shift has led the federal and provincial government to crackdown on internships that violate the Employment Standards Act (ESA), in order to prevent exploitation of those who face barriers to gainful employment. Through this Town Hall Meeting style session, Naguib Gouda, President of Career Edge, will lead an informative and interactive discussion related to the changing landscape, while giving conference delegates the chance to share their ideas and opinions about internships, overall, plus seek answers about how paid internships contribute to our economy and social infrastructure. This session will also equip conference delegates with key takeaways that will enable employers to leverage internships as a low risk, cost-effective talent acquisition solution, while giving educators a tried and true formula that supports the school-to-work transition for those striving to launch their careers.</p>	
3:15pm – 4:30pm	Volunteer Reception	Daly's
8:00pm – 9:30pm	Optional Activity: Ottawa's Haunted Walk	
10:00pm – 12:00am	Networking Suite	Daly's

Tuesday, June 9, 2015

8:00am – 9:00am	Registration & Breakfast	Governor General Foyer
9:00am – 10:00am	Keynote Discussion with Paul Davidson, Universities Canada & Robert Hardt, President and CEO of Siemens Canada	Governor General Ballroom
10:00am – 11:00am	Workshop Series D	
	<p>D1: Canada's Future Workforce: Talent Trends in 2015 Presented by Jason Kipps, Universum <i>Alberta Room</i></p> <p>Jason Kipps, Universum's Head of Canada, will walk through the career expectations and preferences of 30,000 Canadian students, based on this year's Universum Student Survey. The largest survey of its kind, the Universum Survey uncovers where students want to work and, more importantly, why.</p> <p>As the talent landscape continues to rapidly evolve and people become more important to organizational success, insights about what makes students value a career path will be invaluable - both to the employers that recruit them, as well as the career centres that advise them. Learn what members of the emerging workforce want in their careers, what communication channels they most want to use to learn about</p>	

employers, and what employers and career centres should be doing to successfully match talent with the right employers.

D2: An Evidence-Based Approach to Combating Recruitment Bias

Presented by Dr. Wendy Cukier, Ryerson University

Newfoundland/Nova Scotia Room

Bias consists of the intentional and unintentional, conscious and subconscious, attitudes, behaviours and actions that have a negative and differential impact on segments of society, or favour one segment of society. As professionals, we often believe that we make informed and objective hiring decisions, but extensive research shows that recruitment bias is a barrier that many groups face within the job market. At the same time, there are evidence based approaches to addressing it systematically.

This workshop will explore:

- 1) What is recruitment bias and how do we identify it?
- 2) Research on recruitment bias
- 3) How has recruitment bias and its impact on candidate selection evolved - from traditional recruitment & selection practices to recruiting in the digital age
- 4) What works: strategies to mitigate, control and/or eliminate bias

D3. Strengthening the Soft Skills of Youth in Employment Transition

Presented by Valerie Ward, Valerie G. Ward Consulting Ltd.

Quebec Room

Programs and services designed to build employment readiness typically focus on supporting career decision-making, building occupation-specific skills and/or teaching job search skills. However, these are only part of what's required for making effective employment transitions. This session will present a proven model of employment readiness, as well as findings on the employment readiness needs and outcomes of over 135,000 Canadians, highlighting the gaps in soft skills that are critical for succeeding in today's workforce. The session will conclude with an interactive discussion of strategies for weaving soft skills development into our everyday work with students and clients.

D4: Employer Major Map

Presented by Ashley Johnson, Queen's University

Nunavut Room

Imagine a map that that would lead you to the perfect hire. Major Maps is a set of 44 visual maps specific to each undergraduate major with integrated academic and career messaging. Each Major Map lays out a four-year timeline; guiding students to the activities and strategies they can use each year to make the most of their student experience and prepare for careers after graduation. These include, career possibilities, skills developed in their specific degree, experiential learning activities, associations and organizations of interest, and additional resources. This presentation will focus on the development of Major Maps for employers. Employer Major Maps will be designed to educate employers about student competencies and translate them into viable skills attributes.

D5: Reflection and the Career Action Plan

Presented by Jeremy Pearce, University of Victoria Career Services and Co-operative Education

Les Saisons Room

Jeremy Pearce has over 9 years of experience supporting clients ranging from PhD graduates to high school students with career development one-on-one and in workshops/programs. For the past 2 years he has worked as a Career Educator with

	University of Victoria's Career Services and Co-operative Education Department, prior to this role for 7 years he worked as an Employment Counsellor in community employment services in Victoria. Jeremy has a Bachelor of Social Work and is passionate about facilitation and supporting people with their professional lives.	
11:00am – 11:15am	Networking Break	Governor General Foyer
11:15am – 12:15am	Workshop Series E	
<p>E1: Entrepreneurship as a Career Option Why work for Google when you can build the next Google? Presented by Jon French, The Next 36 <i>Alberta Room</i></p> <p>Increased entrepreneurship programming, campus accelerators, employment uncertainty and technological possibilities are drawing students to innovation and entrepreneurship like never before. Today's student has access to resources that were not available a decade ago. Yet entrepreneurship is not for everyone and the reality is still that 95% of new ventures will "fail". Come learn about the tools that your students are looking for to launch their ventures and why start-up culture is everywhere. This interactive session will be an opportunity to explore the profile of a young founder and discover the key barriers to their success.</p> <p>E2: Students That Go Right to the Top Presented by: Abigail Scott & Alan Bourne, Hay Group <i>Newfoundland/Nova Scotia Room</i></p> <p>It's widely accepted that students are a key source of high potential talent, especially in today's 'lean' operating models. But what does it take for a student to go right to the top? Research shows that 37% of students leave within five years of joining an organization. How can you identify future potential from top talent and put in place strategies to retain and develop this potential?</p> <p>We will cover:</p> <ul style="list-style-type: none"> - The challenges organizations face when identifying and developing potential; - Emerging trends that leading organizations are adopting; - What factors really matter for long term potential; - How do you assess for potential. <p>E3: Post-Schooling Outcomes of Canadian University Graduates: A Tax Data Linkage Approach Presented by Ross Finnie, University of Ottawa <i>Quebec Room</i></p> <p>Accurate, timely, and detailed information on post-secondary education (PSE) graduate's labour market outcomes is currently lacking in Canada. Such information is needed for young people making their schooling choices; for PSE institutions making decisions about the programs they will provide; for various policy makers, including those concerned with skills and skill shortages; for employers; and for the general public. This project helps to fill this gap by providing this kind of information by linking administrative data held by a large Canadian university with tax files held at Statistics Canada.</p> <p>E4: A Business Case for Service-Learning Presented by Stephanie Harper, Goodman School of Business, Brock University <i>Nunavut Room</i></p> <p>A career office's strategy to improve student engagement, build community partnership, and enhance faculty relations.</p> <p>Overview:</p>		

	<p>Service-Learning at Goodman is a project-based initiative integrated with academic curriculum across a variety of business courses. In place of a traditional or simulated case study, students apply their knowledge of course material to help local organizations with real business challenges.</p> <p>Outcomes: Students gain insight into career choices and at times shift their career direction. Organizations grow their capacity and the community benefits from the services/programs provided by stronger organizations and growth in small business. As a facilitator of the program, the career office builds a unique relationship with local organizations, and by extension of the curriculum component, establishes strong ties with faculty.</p> <p>Why Attend? In this session you'll learn how we established and grew this program which now engages 1500 students each year, faculty from all major disciplines, and organizations across our local area.</p> <p>E5: Increasing Year 1 Co-Op Student Participation: Sharing Best Practices for Year 1 Co-Op student engagement Presented by: Kathryn Leistner & Alesia Dane, Brock University <i>Les Saisons Room</i></p> <p>In 2013, Brock Co-op piloted a Year 1 engagement project strategy to increase participation and retention levels of year 1 co-op students. Strategies included:</p> <ul style="list-style-type: none"> - targeted marketing and communication plan - faculty relations building plan - co-op mentorship program - student/staff networking events - 2014 professional development/orientation day for over 500 undergraduate and graduate co-op students <p>In this session, we would like to share Brock's successful strategies and student feedback. We will facilitate a collegial group discussion based upon common best practices and new ideas.</p>	
12:15pm – 1:30pm	Lunch & Annual General Meetings	Governor General Ballroom
1:30pm – 3:00pm	Exhibitor Showcase & Information Sessions	Governor General Foyer
3:00pm – 4:00pm	<p style="text-align: center;">Workshop Series F</p> <p>F1: Top Strategies for Campus Recruiting Presented by Greg Hurley, WCN Campus <i>Alberta Room</i></p> <p>This will include enhancing the candidate experience, engaging candidates through your best people, keeping candidates engaged, utilizing technology to improve efficiency, how to become more strategic with metrics, improving conversion rates and how to choose campus technology that is right for your company.</p> <p>F2: Balancing Capacity in a High Demand Environment Presented by Export Development Canada <i>Newfoundland/Nova Scotia Room</i></p> <p>Join the Talent Acquisition team from Export Development Canada to learn about their year of transformation, understanding their capacity and forecasting their level of readiness for increased recruiting requests.</p>	

	<p>Using lean methodologies, cross functional teams, and tools commonly found in the workplace, learn how the complete hiring process was reviewed to adapt for increased demands.</p> <p>F3: A Remarkable Introduction Presented by David Singh, Kira Talent <i>Quebec Room</i></p> <p>We meet people every day and yet very few are remarkable. Historically people wrote a letter or met someone in person; however, in today's world we have dozens of ways to introduce ourselves, to be introduced, or to be found. David Singh will share leading practices on ways Millennials can best introduce themselves to future employers using new & old media and how organizations can introduce their culture and share why top talent should consider joining their company.</p> <p>F4: Engaging Career Seekers Online Presented by Laurie Edwards, Clarence DeSchiffart <i>Nunavut Room</i></p> <p>Helping people develop career strategies through engagement on line can be a challenge. The notion of client engagement using technology is often talked about but little is done. NSCC's Career in Gear is one of Canada's first experiential career exploration web sites that is built using state of the art technology relying on synchronous and asynchronous tools of webmail and live chat. Come prepared to rethink your client service delivery model and discover a new career planning tool for post-secondary students.</p> <p>F5: CACEE and CAFCE? Two Leaders Working Together to Create New Best Practices? But What Are These Initiatives? Presented by Carol Ann Olheiser, University of Waterloo, Karen Reimer, University of Guelph & Jennifer McCleary, McMaster University, DeGroot School of Business <i>Les Saisons Room</i></p> <p>CACEE and CAFCE have been making a concerted effort to work more closely together in support of our members. There are many members of both organizations who would like to see this trend continue, and deepen. At sessions held at last year's CAFCE conference, and the 2014 CACEE YEPD session, discussions pointed to a more purposeful partnership. This session is intended to be a continuation of those discussions.</p>	
6:00pm – 10:00pm	Dinner & Social Event at Lago Bar Buses depart at: TBD	Lago Bar

Wednesday, June 10

8:00am – 9:00am	Breakfast Governor General Foyer	
9:00am – 10:00am	Breakout Series G	
	<p>G1: Gen Z: Engaging the Next Generation of Talent Presented by Lauren Friese, TalentEgg <i>Alberta Room</i></p> <p>There's a new group of talent on the rise, and they're ready to make their mark in the Canadian job market. Generation Z is steadily entering the workforce and employers are starting to take notice. Pragmatic, high-achieving and motivated to make a difference, Gen Z's distinguishing traits are game-changing for Canadian employers looking to target, attract and recruit fresh, untapped talent. This presentation will introduce Generation Z to the larger campus recruitment conversation, examine their</p>	

unique characteristics and recommend innovative digital and other strategies for effective engagement.

G2: Thriving In a Changing Landscape? Optimizing a Digitally Influenced Work Integrated Learning Model

Presented by Jenny Peach & Jean Simpson, Sheridan College

Newfoundland/Nova Scotia Room

Transferring learning accountability to the student by means of a Virtual Learning Community (VLC) will be discussed in this session. The challenge of creating a quality learner-centred approach with limited resources are ones that we all struggle with. The Sheridan Experiential Learning Forum (S.E.L.F.) guides the learning process with content exploration, collaboration, reflection, evaluation and 21st Century Skill development. This VLC embraces digital tools to support real time student needs, evaluate employer expectations and provide social media showcases for learners. Achievements have led to curriculum that has evolved into a passage of self - managed work integrated learning.

G3: The Connected Classroom - How Canadians See the Evolution of Education

Presented by Domenic Belmonte, Maurice Chang, PwC Canada

Quebec Room

The multi-screen world we live in has dramatically changed the way we interact, develop and learn. This is evidenced by the toddler who can't yet read, but knows how to interact with an iPad or in the proliferation of social media and the impact this has had on the way we communicate with one another. Technology has had a huge impact on how we expect to receive information and services. Expectations for services to be delivered digitally will only increase in years to come. Over a three week period in 2014, PwC Consulting asked 1,910 Canadians the central question: What does the future of education look like?? The research was conducted through our research tool, the Choicebook, which took respondents through an interactive experience. They learned about digital education, explored important questions related to the issues and thought through what services they would be interested in after being presented with some of the advantages, disadvantages and trade-offs involved. This session will reveal the results of our research into the minds of Canadians - what are they saying about key issues such as cost management, delivering personalized learning, and preparing students for the digital world. What do Canadians want with digital education? How are Canadians expecting to redefine the traditional classroom? We will share with you the critical analysis we conducted based on the research, and provide our perspectives on how education may evolve into the future.

G4: Peer to Peer Resume Review Program

Presented by Nicole Poole, Kwantlen Polytechnic University

Nunavut Room

Kwantlen Career Services and Kwantlen Human Resources faculty have partnered to provide a unique learning opportunity for students enrolled in HRMT 3135 (Recruitment and Selection). Students apply their knowledge from the course by advising general Kwantlen students on employer expectations of applications. This exercise also includes making direct edits and recommendations to cover letters and resumes increasing the employability of students and new grads. Students taking this mandatory Human Resources class are required to spend 4 hours acting as a peer advisor for 15% of their mark.

G5: Session Details to be Announced

Les Saisons Room

10:00am – 10:15am	Networking Break	Governor General Foyer
10:15am – 11:15am	Keynote Speaker Presentation from Eric Termuende, Gen Y Inc.	Governor General Ballroom
11:15am – 11:30am	Conference Closing	Governor General Ballroom