



Sunday, May 29, 2016

11:00am – 5:00pm	Optional Social Activities
6:00pm – 7:30pm	New Members Reception <i>Salon 1 (Level 2)</i>
10:00pm -12:00am	Networking Suite <i>Lobby Bar</i>

Monday, May 30, 2016

7:30am – 8:30am	Registration & Breakfast <i>West Ballroom (Level 4)</i>
8:30am – 8:45 am	Conference Opening <i>West Ballroom (Level 4)</i>
8:45 am – 10:00 am	Keynote Speaker Bee Schadeck, Former Senior Aboriginal Adviser at Devon Energy <i>West Ballroom (Level 4)</i>
10:00 am – 10:30am	Networking Break ----- Exhibitor Showcase Begins (Ongoing Throughout Day until 3:45 pm) <i>Foyer Salon Drummond (Level 3)</i>
10:30am – 11:30am	<p>Breakout Series A</p> <p>A1: A Dialogue with Directors about Collaboration Presented by Cathy Keates , Queens University and Jan Basso, Wilfrid Laurier University <i>Salon Drummond West (Level 3)</i></p> <p>Collaborations across institutions can increase reach and impact, while sharing resources. Projects with multiple partners also require careful consideration of roles, objectives, and potential pitfalls. Session leaders will describe successful cross-institution collaborations with which they have been involved (Partnerships for Employment Career/Job Fairs, Career Centre Evaluation Practitioner Guide, It All Adds Up Ontario campaign, Inter-Universities Forum) and key learnings. The majority of the session will be a chance for directors to dialogue and share their perspectives and experiences with cross-university collaborations. Ideas about what shared projects we might create in the future to collectively impact student career development will be welcome!</p> <p>A2: Operational Transformation & Global Connections: One Career Centre's Journey to Reinvention Presented by Ian Ingles and Tang Choy, Ryerson <i>Salon Drummond Centre (Level 3)</i></p>

From summer 2014, through to the present, the Ryerson University Career Centre has undergone a significant transformation in its operations to meet the needs of today's students. The various operational changes include overhauling information systems, staff hiring and training, budgeting and revenue generation. This presentation will examine what worked, what did not, and where the Ryerson team is going as the Career Centre continues its journey of reinvention. To facilitate operational growth, learning and new connections, Ryerson collaborated with the University of Oxford to host its first ever Career Consultant exchange. The exciting partnership allowed a consultant from each career service to "swap" centres for 2-3 weeks to gain an immersive, international perspective on career development and take away potential activities to embed in a Canadian post-secondary context. Key learning outcomes from this presentation will include tools and best practices that Career Centres can implement to evolve their own operations

A3: Selling Smiles 101- A true example of Learning, Connecting and Collaboration

Presented by Sherri Dickie, National Recruiting Manager, Vector Marketing Canada

Salon Drummond East (Level 3)

At a time when many are talking about a perceived "skills gap", how could we all come together to offer students more experiential service learning opportunities?

Selling Smiles 101 is a class project where Vector Marketing Canada collaborates with Dr. Derek Hassay, at the Haskayne School of Business, at the University of Calgary. Students are given the opportunity to take their learning past role-plays and textbooks and get real experience in sales and sale management, and all proceeds from the project are donated to charity. We will have a discussion on how other companies could partner with institutions in a similar way, and how career service professionals could play an integral role in connecting these 2 groups together, thereby building a stronger relationship with faculty across campus.

A4: Marketing Campaigns: Increasing recruitment connections between Employers and University Career Centres

Presented by Jeff Watson, Associate Director, Employer Relations, Western University

Salon 6&7 (Level 3)

With multiple entry points, competing marketing messages and a perception of a lack of customer service, some Employers experience frustration when it comes to recruiting talent from Canadian Universities. On March 5, 2015, Western University launched the hirewesternu campaign to address these barriers.

In this presentation, you will learn how a steering committee and multiple stakeholders across campus connected and collaborated to bring a large comprehensive marketing campaign to life. It will articulate how the centralized pathway was developed, describe how an intentional story was confirmed and will speak to how outreach and service was re-imagined to give Employers a more seamless experience. It will also describe how the campaign benefits students in terms of growing and diversifying the employers recruiting from Western and increasing the number of work integrated learning opportunities.

The presentation will finish with a Town Hall discussion on the delivery and effectiveness of marketing campaigns run by University Career Centres. Educators and Employers are invited to share their experiences with these marketing campaigns, identifying successes, challenges and ideas to implement in the future.

Join us for this opportunity to learn, connect and collaborate on this important topic.

	<p>A5: Traditional approaches vs. Next Gen Pitch: What employers really, really want Presented by Denise DeLong, Halifax Partnership and Ayse-Dai Gammon, Dalhousie University <i>Salon 4&5 (Level 2)</i></p> <p>Employers with hiring needs are open to hiring recent grads but students perceive a lack of interest and receive little response to their applications. Bright graduates leave the province or take survival jobs. Next Gen Pitch task force gathered entrepreneurs, employers, career services offices and regional economic development to strategize a mismatch of expectations from graduates and employers required collaboration and a fresh look.</p> <p>Employer led focus groups uncovered some reasons for gaps including the need for re-imagining traditional recruitment methods and job interview. An approach more than a program, we will showcase the process, share developed training resources and ask you to engage in the analysis of videotaped NextGen pitches to see how the game is changing by bringing public and private stakeholders together. Educators and employers will come away with a partnership framework to complement their current practices.</p>
11:30 am – 12:15 pm	<p>Educator and Employer Information Sessions <i>Salon Drummond (Level 3)</i></p>
12:15 pm – 1:30 pm	<p>Lunch <i>West Ballroom (Level 4)</i></p>
1:30 pm – 2:30 pm	<p>Breakout Series B</p> <p>B1: Recruiters love them. Students hate them. Let's talk video interviews! Presented by Corrine Bell, Former Supervisor Campus Recruitment, Devon Energy and Andy Athens, HireVue <i>Salon Drummond West (Level 3)</i></p> <p>Whether companies use Jobvite, HireVue, Montage, Skype or any other video interview platform, like it or not, it's fair to say that video interviews are here to stay. They are efficient, cost-effective and help recruiters easily interview a pool of candidates from across Canada. Yet, ask any student, and majority will tell you they hate video interviews.</p> <p>Let's have a conversation about:</p> <ul style="list-style-type: none"> • Why video interview is such a great tool for recruiters • Why students dislike video interviews and how we can better support them in this process • A demonstration of on-demand and video interviews and how you can use them to save time • How to improve the candidate interview experience • How to showcase your brand during video interview <p>B2: How I Met My Major: The Story of a Career Services Partnership Presented by Penny Freno and Tony Botelho, Simon Fraser University <i>Salon Drummond Centre (Level 3)</i></p> <p>Selecting a major is an important decision in the life of an undergraduate student, one many students delay leaving academic faculties grappling with the issue of the undeclared student. The session will tell the story of SFU Faculty of Arts and Social Sciences' decision to tackle the issue and how together the Student Success unit and Career Services collaborated to create a program, How I Met My Major to address this academic and student development challenge. Participants will hear about how we</p>

incorporated student development, career development and transition theories into a blended curriculum to engage students in conversations about declaring a major. The session will include a show and tell and a discussion of our early experience and what's next.

B3: CERIC 2015 Survey of Career Service Professionals: What Did We Learn?

Presented by Riz Ibrahim, CERIC

Salon Drummond East (Level 3)

The landscape in career services continues to evolve as funding service models change, new technologies emerge, and shifting economic conditions persist. Our 2015 Survey of Career Service Professionals (completed by 1,000 practitioners, including 30% from post-secondary institutions) provides a snapshot of today's career service community in Canada, and allow us to compare results to our 2011 survey findings.

This presentation will offer a demographic overview of the career service community (education, experience, salary) as well as professional development needs and research trends.

Join us to:

- Discover how career professionals are enhancing their own career competency and mobility
- Identify the key issues keeping Canadian career service professionals awake at night
- Understand how career professionals see the public perception of their value changing

B4: Quality over Quantity: Creating Unique Engagement Opportunities between Students & Employers

Presented by Sneha Deokie and Laura Henshaw, Business Career Hub, Ted Rogers School of Management, Ryerson University

Salon 6&7 (Level 3)

The Business Career Hub annually hosts Grad Breakfasts and Career Showcases. What are they? How are they different from traditional Career Fairs?

These events gave students the platform to connect one-to-one with industry professionals from a variety of organizations on a personal level. Students learnt about the opportunities available and what it's like to work for them.

Piloting the initiative with the School of Hospitality & Tourism Management and the School of Retail Management, the intention of creating these platforms at the Business Career Hub was to encourage quality over quantity, to bring together organizations and top students to form the perfect partnership.

Over the two years of implementing these unique and effective formats, we have seen an impressive improvement across the board with student recruitment and employer retention. This seminar highlights the advantage of using formats that focus on quality over quantity to deliver more value to both students and employers in networking and direct recruitment.

B5: How Entrepreneurs and Intrapreneurs are Finding Careers in 2016. Is Your Career Centre Getting Cut Out of the Equation?

Presented by Jon French - Director, Marketing and Communications, The Next 36, David Bureau - CFO @ AmpMe, Alumni of The Next 36 and recent grad from

	<p>Universite de Sherbrooke, Gael Meagher - Director of Customer Experience at BusBud and Noor El Huda El Bawab - Communications Manager, District 3 (Accelerator) at Concordia University</p> <p><i>Salon 4&5 (Level 2)</i></p> <p>Increased entrepreneurship programming, campus accelerators, employment uncertainty and the promise of technology are creating entrepreneurs and first employees at high growth companies like never before. On campuses across the country, students talk about landing jobs at Shopify, Hootsuite or local start-ups with a reverence once reserved for the big banks, big four accounting firms, CPG companies and consulting firms. Today's student also has access to resources that were not available a decade ago. Corporate hackathons, start-up career fairs and SME hiring practices are flipping the traditional recruiting model on its head and often the career educators are barely involved. Come explore this brave new world, learn about the tools that your most entrepreneurial students are looking for to launch their ventures and discuss ways your career centre can remain relevant in a startup world.</p> <p>Moderated by Jon French, Director of Marketing & Communications, The Next 36.</p>
2:30 pm – 2:45 pm	<p>Networking Break <i>Foyer Salon Drummond (Level 3)</i></p>
2:45 pm – 3:45 pm	<p>Breakout Series C</p> <p>C1: Everything you wanted to know about Aboriginal People but were Afraid to Ask Presented by Bee Shadeck, Former Senior Aboriginal Adviser at Devon Energy <i>Salon Drummond West (Level 3)</i></p> <p>This presentation is designed to help answer frequently asked questions about Aboriginal peoples. I have developed this presentation through questions I have received and others have heard. My aim is to debunk stereotypes, tell another perspective, and answer questions regarding common myths and misconceptions. I create a safe space for you to ask your own questions. I cannot and do not speak for all Aboriginal people. Answers are based in historical fact, in-depth research, and from my own personal experience. My hope is that this session will help break down barriers and misunderstandings.</p> <p>C2: Engaging Students Via Social Media Presented by Dan Kennedy, Manager, TRSM Business Career Hub, Ryerson University <i>Salon Drummond Centre (Level 3)</i></p> <p>Social media has become of great importance when engaging with students and young job seekers. The TRSM Business Career Hub has used a decentralized social media strategy that places great emphasis on students engaging with individual career consultants across Linked In, Twitter and Facebook. By allowing front line staff to take more control and ownership of their individual social media activities, the TRSM Business Career Hub has quickly grown its social media engagement with students to become one of the top entities in the career and employment support space.</p> <p>Students are accustomed to accessing information on an anywhere/anytime basis. This can be a challenging expectation for tradition career services to meet on a consistent basis. By leveraging the power of mobile and social media, the TRSM Business Career Hub has moved closer to delivering their services in a way that is easily accessible for our students and clients.</p>

C3: Ryerson's Career Checkpoint: Campus-wide student employee development program

Presented by Caroline Konrad, Paulina Nozka and Brandon Sloan, Ryerson University

Salon Drummond East (Level 3)

As part of its commitment to preparing students for life after graduation, Ryerson University is implementing a professional development program across its 1,000+ on-campus student jobs.

Informed by leading theories in student and career development, Career Checkpoint is composed of five key components, including toolkits for supervisors and a student employee development program.

Currently in its pilot year, the session will profile practitioners? Research informing the programs creation, feature samples tools and exercises from the Supervisors Toolkit and share results from the programs formative stage of development. The session will be a highlight of lessons learned from the Fall pilot, with the aim of sharing best practice.

Irrespective of institutional background, the intention is to share with colleagues a program dedicated to opening up new opportunities for us to empower students to carve out their careers from pre-arrival through to professional life.

C4: Making Connections - Engaging Students, Alumni and Employers

Presented by Dan Dillon and Danielle Jackson , Memorial University

Salon 6&7 (Level 3)

Helping students and alumni make career connections as they explore their career options in their professional fields is important and beneficial to students, alumni and employers. Career Development, Memorial University has developed several innovative and creative events, programs and initiatives that are designed to help make those connections for students, alumni and employers and enhance the experience for all participants.

From that first handshake at Memorial University to a job offer, Memorial University's Department of Career Development takes great pride in providing the opportunities and supports to help our students and alumni reach their career goals and at the same time providing opportunities for local, national and international employers to showcase their organizations and meet Memorial's talented students and alumni. Some of the ways that Career Development does this is through their annual Career and Graduate School Fair, Alumni Job Fair and Summer Job Fair, and Coffee and Connect Networking events.

C5: International Experience Canada

Presented by Clark Goodman, Director, International Experience Canada

Salon 4&5 (Level 2)

International Experience Canada (IEC) is a youth mobility program managed by the Government of Canada, which allows Canadian youth (aged 18-35) to work and travel in Canada's 32 partner countries, for up to two years.

The IEC equally provides youth from these 32 countries to work and travel in Canada for the same amount of time, through the facilitation of work visas. Canada's 32 partner countries span across Europe, Asia and Latin America.

IEC offers three categories: Working Holiday, International Co-op/Internship (students only), and Young Professionals – all of which provide youth with opportunities to learn about new cultures, while being immersed in and gaining valuable international work experience.

	<p>While youth participation in the IEC has been quite successful from an inbound perspective, outbound mobility amongst Canadian youth has not had as high an uptake. In light of the importance being placed by educational institutions, industry and governments at all levels on the value of work-integrated learning, experiential learning and global competencies, this session will outline how the IEC could be used to support students'/graduates' acquisition of such experiences to further both their academic and professional careers.</p> <p>Presenters will also engage audience members in an open dialogue to discuss: 1) barriers to outbound mobility in the Canadian context; 2) best practices and recommendations on how to address these challenges; and, 3) partnerships that could be created to better support youth's acquisition of valuable work and travel experiences.</p>
6:00 pm – 7:00 pm	Exhibitor Showcase and Reception <i>Foyer Salon Drummond (Level 3)</i>
7:00 pm – 9:30 pm	President's Dinner and CACEE Awards <i>West Ballroom (Level 4)</i>
10:00 pm – 12:00 am	Networking Suite <i>Level 2 Foyer (Level 2)</i>

Tuesday, May 31, 2016

7:30 am – 8:15 am	Registration & Breakfast <i>West Ballroom (Level 4)</i>
8:15 am – 9:00 am	Volunteer Awards & Breakfast <i>West Ballroom (Level 4)</i>
9:00 am – 10:15 am	Keynote Speaker, Didier Dubois, Strategist and Co-Founder of HRM GROUPE <i>West Ballroom (Level 4)</i>
10:15 am – 10:30 am	<p>Networking Break</p> <p>-----</p> <p>Exhibitor Showcase Begins (Ongoing Throughout Day until 3:45 pm)</p> <p><i>Foyer Salon Drummond (Level 3)</i></p>
10:30 am – 11:30 am	Breakout Series D
	<p>D1: Team management training for supervisors: an experiential approach Presented by Anne Bourhis and Lucie Morissette , HEC Montreal *This is a Bilingual Session* <i>Salon Drummond West (Level 3)</i></p> <p>Over the past few years, education specialists have praised experiential learning to develop managerial skills. However, such an approach is hampered by the absence of adequate learning materials, since most textbooks follow a classical linear perspective based on the development of knowledge. Our conference aims at presenting the experiential approach that we developed to teach human resource management to current or future supervisors. For that westcoter, we have written adequate learning materials based on practical, realistic case studies, developed in collaboration with a real-life company. Designed as an e-book, the textbook proposes a series of human resource issues that learners must address, at their own pace and competency level, using the fact sheets and practical tools at their disposal.</p> <p>D2: Career Programming and Development: A Faculty Perspective Presented by Rebecca Dirnfeld, Ryerson University <i>Salon Drummond Centre (Level 3)</i></p> <p>How do we tailor career programming and development from a faculty perspective? While central career services provide general and specific programming to the student</p>

	<p>body, including group workshops and individualized, tailored appointments, each faculty's unique identity and desired outcomes for its graduates can bring shape and focus to these services, when given the opportunity.</p> <p>This presentation will comparatively examine the implementation of career development programs in the Faculty of Arts and Faculty of Science at Ryerson University, since 2014.</p> <p>It will explore how each faculty's epistemology has contributed to a faculty based career model, and, thus far, the positive engagement and reception among students enrolled in Arts and Science programs. It will also examine how a faculty focus, when it comes to career program planning, can foster integration and collaboration among student leaders, faculty, and staff members, which in turn addresses gaps and potentials in offering tailored tools and programming to students.</p> <p>D3: Reimaging Career Options Presented by Lisa Russell, Memorial University <i>Salon Drummond East (Level 3)</i></p> <p>D4: Internships and Co-op in Arts and Science Presented by Ashley Johnson, Queens University <i>Salon 6&7 (Level 3)</i></p> <p>There are a growing number of schools who are expanding their internship and/or co-op programs to include students in Arts and Sciences. There are great opportunities with this, but also some challenges.</p> <p>In this roundtable discussion, educators who work in experiential learning programs will have the opportunity to learn from peers about the key issues that tend to arise in the development and operation of Arts and Science experiential learning programs, as well as how these issues have been addressed. Participants will also have the opportunity to share their own ideas and ask questions.</p> <p>D5: How to Build a Bulletproof Business Case to Grow Your Campus Recruiting Presented by Graham Donald, Vice President, Employer Brand Strategy, DAY Communications <i>Salon 4&5 (Level 2)</i></p> <p>Almost everyone involved in student and grad recruitment is convinced their company should invest more and hire more. So why don't they? And how can you convince your company to invest more resources regardless of the marketplace?</p> <p>In this workshop, Graham Donald, Canada's leading expert on campus recruitment strategy, will help you build your business case by exploring the many reasons that employers should expand their student recruitment. Further, you'll learn about finding alignment between your corporate mission and the goals of your student programs. And finally, he'll discuss ways to align internal stakeholders to support your case. Corporate priorities are always changing, don't miss this opportunity to defend your ground and grow your programs.</p>
11:30 am – 1:00 pm	<p>Lunch and Annual General Meeting <i>West Ballroom (Level 4)</i></p>
1:00 pm – 2:00 pm	<p>Breakout Series E</p> <p>E1: Social Media Recruiting, What's working, Why, How and Common Mistakes Presented by Jason Kipps, Universum <i>Salon Drummond West (Level 3)</i></p>

Social media is increasingly seen as an important communication channel for employers and talent, and will only continue to grow in importance. As more and more employers get smarter on social media, the gap between “good” performance and “great” will get wider – meaning that employers that don’t invest in this today will fall behind. Employers who join this session will gain a better understanding of how to communicate with their future workforce. Learn about what to avoid, what is working, how to win in social recruiting and how to get your organization on board.

Jason Kipps, Managing Director for Universum, will share insight into what employers are currently communicating on social media, whether or not it’s working, and which topics achieve the most engagement when it comes to an employer’s social brand. Based on research and the tracking of all social recruiting content put out on social by 10,000 of the largest employers in North America, Jay will use Universum’s award-winning social media measurement tool, Iris, to lead an interactive discussion on the differences in how employers and talent perceive what’s being communicated on social media.

E2: Panel Discussion: Disclosure - How to Navigate this Important Conversation by CACEE Diversity Committee

Presented by Lisa Kuiper, Brock University & Chair, CACEE’s Diversity Committee

Moderated by Anne Soucy, University of New Brunswick

Salon Drummond Centre (Level 3)

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 on the topic of Disclosure in response to our members’ request to learn more about how to engage in this discussion with under-represented individuals (such as Persons with disabilities, LGBTQ community, Aboriginals, and Women). Perspectives will be shared by an Employer, Educator and Diversity Representatives.

Join, Karen Kelsey, from Lime Connect, Nancy Moulday, Director of University Relations for TD Bank Group, Tim Nolan, Director of Student Accessibility Services at McMaster University, and Chelsea Mohler, Research Consultant from National Educational Association of Disabled Students in a discussion where we share tips on how to navigate this important conversation to further success. 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.

E3: The Destination Survey: From Design to Reporting and Engaging Faculties

Presented by Darlene Hnatchuk, McGill Career Planning Service

This is a Bilingual Session

Salon Drummond East (Level 3)

86% of students cited “Get[ting] a good job” as a motivation to attend university, the highest percentage of any option, according to the Canadian University Survey Consortium’s (CUSC) First Year University Survey (2013).

Increasingly, students are interested in learning about the career outcomes of their peers, and university leaders see the value in using outcome data to inform their

	<p>strategic planning. In 2010 the McGill Career Planning Service (CaPS) launched a pilot destination survey of alumni.</p> <p>Based on the results, the survey was revised and has been administered to alumni 18 months after graduation for the past 3 years. By creating custom reports for faculty deans, CaPS has successfully built new relationships and partnerships. In this session, we will discuss the development and rationale for the design of our survey, and our approach to collaborating with faculty.</p> <p>E4: Career Mentoring: Research Findings on the Significance of Employer as Co-Career Educators Presented by Susan Forseille, Student Employment Coordinator, Thompson Rivers University <i>Salon 6&7 (Level 3)</i></p> <p>For the past six years the TRU Career Mentoring Program has been collaborating with regional employers (career mentors) to share career advice with students. I am excited to share the findings of a two year research project measuring the impact and learning outcomes of students participating in this program! The presentation will share:</p> <ol style="list-style-type: none"> 1. An overview of the career mentoring program 2. An overview of the research project 3. A presentation of the first two years of research findings, 4. A discussion on what this means for continued growth in making connections and measuring learning outcomes for students, mentors, and career educators collaborating in co-education initiatives. <p>E5: Innovative Engagement Initiatives - "Thinking Outside of the Box" Presented by Theresa Myra and Ayse-Dai Gammon, Dalhousie University <i>Salon 4&5 (Level 2)</i></p> <p>Do you feel you are not getting an ROI on your campus recruitment efforts? Could there be a more effective and innovative approach to engage talent on campus? Are there ways educators and employers can work together more effectively?</p> <p>Traditional campus recruitment strategies have not always kept pace with evolving landscape of recruiting. Join this interactive session with both employers and educators to discuss campus recruitment challenges, trends, best practices and more effective ways to collaborate. Presenters will highlight a few initiatives currently offered by their career and co-op offices.</p>
2:00 pm -2:30 pm	<p style="text-align: center;">Networking Break <i>Foyer Salon Drummond (Level 3)</i></p>
2:30 pm – 3:30 pm	<p style="text-align: center;">Breakout Series F</p> <p>F1: Going Digital: Providing the Right Tools to Meet the Challenges of a Changing World Presented by Richard Buteau and Évelyne Gosselin, Université Laval *This session will be in French only* <i>Salon Drummond West (Level 3)</i></p> <p>F2: How Campus Recruitment is changing in a Global Marketplace Presented by Matt Westcott, Head of Global Campus and Diversity Talent Acquisition, TD Bank Group <i>Salon Drummond Centre (Level 3)</i></p>

We are all aware of the emerging demographic shifts, globalization, and focus on diversity within our workforce. But, how do we best prepare for and take full advantage of the opportunities that these factors present to recruitment and talent management in the campus space? How is the market changing and what's the risk if our recruitment and talent management practices don't evolve with it?

This presentation will focus on strategies for success, removing barriers, and new ways of thinking about your approach to campus recruitment, fostering a climate of excellence, and reflecting diversity in both your workforce and talent management practices.

F3: The Workplace Experience Program for international students: Culture, Confidence, Connection

Presented by Anna Cranston and Jennifer Coombs, Dalhousie University

Salon Drummond East (Level 3)

International students now comprise approximately 30% of the cohort in the Commerce program at Dalhousie University. The growth rate was dramatic; with a 300% increase between 2009 and 2013.

The Rowe School of Business has introduced a number of initiatives to assist these students. This presentation will primarily focus on the Workplace Experience Program; a workplace immersion designed to provide international students with an opportunity to gain familiarity with Canadian workplace culture, make connections with Canadian employers and build confidence when job searching.

The presenters will share the program blueprint, student and employer reactions, and key learnings for further growth and development. We invite colleagues to join us to consider the implementation of similar programming to support the growth of intercultural workplace success.

F4: Career Club Hub: Making Inroads with Student Organizations

Presented by Julia Smeed and Karen McCrank, University of Toronto

Salon 6&7 (Level 3)

The University of Toronto Career Centre has worked with a wide range of student groups over the years in a variety of capacities; Career Fairs, workshops, resume consultations, presentations and employer information sessions. These activities are often one-off, highly transactional or infrequent, limiting the opportunity to foster longer-term partnerships and innovative collaborations.

Trends in Career Services tell us that there is a growing demand for career services across university campuses as well as need for employers to get more yield from their campus interactions, prompting us to rethink traditional approaches to working with student organizations. With over 1,000 student clubs at the University of Toronto, many who have career and professional development as a core interest, the Career Centre developed a structure to broker connections among students, alumni, and employers by creating the Career Club Hub.

This interactive presentation will look at the advantages of forging stronger connections with student organizations from a career education and employer perspective, explore strategies and innovative ways to partner with student organizations and review best practices and lessons learned from the pilot year of the U of T Career Club Hub.

F5: Experiential Education For All: Connecting In-Class Assignments to Employment Opportunities

Presented by Richard Tuck, Riipen

Salon 4&5 (Level 2)

	New York State has passed a law requiring undergrads to have experiential education component in order to graduate or else schools lose their funding; Japanese foreign study programs are requiring an experiential component before they make agreements with Canadian institutions; and throughout Canada, universities and colleges are getting pressured from multiple stakeholders to increase experiential education. Much of this stems from the high graduate underemployment rates, however with decreasing budgets and not enough companies willing to do high-risk co-ops, what is the answer? We present one way that Co-op and Career Services can gain valuable insights on the skills of their students, while enabling companies to engage in an authentic way with students and recent grads.
4:00 pm – 4:30 pm	Fireside Chats <i>Salon Drummond</i>
6:00 pm – 12:00 am	Dinner & Social Event <i>Vieux Port Steakhouse</i>

Wednesday, June 1, 2016

8:00 am – 9:00 am	Breakfast <i>West Ballroom (Level 4)</i>
9:00 am – 10:00 am	Breakout Series G
	<p>G1: First Generation Challenge. Students who are the First in the Family to attend Post-Secondary See Things Through a Different Lens Presented by Jennifer Beaudoin Brandt, Job Coach, Algonquin College <i>Salon Drummond West (Level 3)</i></p> <p>Did you know that at Algonquin College in Ottawa ONT there are approx. 4,000 students per semester that are First Generation? First GEN's are students who are FIRST in their family to attend post-secondary.</p> <p>At Algonquin College First Generation students are celebrated! As a first generation job coach I provide one on one coaching to First Generation students. We meet weekly to discuss: job applications, resume, interviews, business social norms, etc. Employers hiring First Generation students translates into powerful hires. These students are resilient, determined and have something to provide to themselves, their communities and their families. This is my second year working as a Job Coach and I would like to share our emerging best practices and lessons learned. In my first year as a First GEN Job Coach we achieved a 100% success rate! We will provide metrics on our first year job coaching First Generation students and information on our best practices, successes and challenges working with this demographic. Long term effect of being a First Generation to attend post-secondary is that it can affect 7 future generations to attend post-secondary.</p> <p>G2: Breaking Down Barriers to Employment: Highlights from Interactive Employer Awareness Events Around Hiring Persons with Disabilities Presented by Chelsea Mohler, NEADS <i>Salon Drummond Centre (Level 3)</i></p> <p>Over the past twenty years, Canada has experienced an increase in students with disabilities attending Canadian universities and obtaining university degrees. This rise is likely a result of recent anti-discrimination laws, an increase in support services offered to persons with disabilities, and an increasing need for higher education to obtain employment. While a university education provides students with knowledge and enhanced skills that will assist them in the workforce, Students with disabilities are employed at rates lower than their non-disabled counterparts, and/or experience longer periods of under or unemployment.</p>

To address barriers in obtaining and retaining employment for persons with disabilities, the National Educational Association of Disabled Students (NEADS) has developed a series of interactive workshops aimed at educating post-secondary students, graduates with disabilities, and Federally Regulated Private sector Employers on the barriers for people with disabilities in the workplace. Unlike most employment workshops that rely on a didactic, one-way flow of knowledge from employer to potential employee, this workshop series encourages student and employers to engage in facilitated discussions about the issues aimed at creating a knowledge exchange process. This presentation will briefly provide an overview of the Workplace, Opportunities, Removing Barriers to Employment project; share some of the key learnings from the project workshops; and, outline how this series of workshops differs from traditional methods of delivering employer awareness workshops. During this presentation, participants will have an opportunity to have an interactive discussion around key topics emerging from the workshop series, such as: disclosure in the workplace, creating a culture of accessibility in the workplace, and transition from school to employment.

G3: Brand Like a Rockstar - Market Like a Pro

Presented by Mike Leon, Brand Heroes

Salon Drummond East (Level 3)

You love your company. You love your products. You're passionate about all the potential you have to make your corporation the best it can be and that means having the best people on your team. However, finding the best people can be difficult and sometimes it takes more than just job postings and recruitment to find the perfect fit.

In our opinion, it all comes back to the image of your brand that make people want to work for you. It is time to explore that great and powerful force we call brand.

In this highly interactive session, Mike Leon, President of branding, social media, and video production agency, Brand Heroes, as well as MBA branding instructor, will give you easy to use tips that will make the powerful link between who you are, what you offer the world and how it can create phenomenal meaning with your customers, and ultimately help you find the best people for your team.

G4: The Experiential Learning Conversation

Presented by Madiha Ahmed, Employer Engagement Coordinator, University of Toronto Scarborough

Salon 6&7 (Level 3)

This is an interactive session intended to generate discussion on the importance of experiential learning in post-secondary education. The session will be set up in a group discussion style where participants will engage in several rounds of conversations to go through different scenarios and brainstorm programming to expand experiential learning in post-secondary education. Participants will be briefed about David Kolb's experiential learning theory and have a chance to evaluate their brainstormed programming using the four stage cycle of learning.

G5: Early Integration of Career Education & Increasing Student Engagement through Faculty Collaboration

Presented by Marisa Brown, Medhat Sedarose and Najlaa Rauf, Student Engagement Office - Goodman School of Business - Brock University and Ryerson University

Salon 4&5 (Level 2)

How can we engage university students in career planning and skill development in first year? Collaboration and partnership! In this session you will discover two approaches to increasing student engagement in career related activities and professional skills

	<p>development. Hear how the Business Career Hub at the Ted Rogers School of Management integrated career related assignments into business courses resulting in increased student engagement with the career office. Discussion will be focused on the development of assignments, processes and logistics involved along with recommendations for future development. Learn how the Goodman School of Business aligned career activities with skills-based training in a first year accounting course by leveraging internal resources and external campus partners. Students gained practical, hands-on learning in the areas of problem-solving, decision-making and networking. Leave this session with take-aways on how to implement similar programming by learning about key benefits to stakeholders, implementation plan, timelines and challenges faced.</p>
<p>10:00 am – 10:15 am</p>	<p>Networking Break <i>Foyer Salon Drummond (Level 3)</i></p>
<p>10:15 am – 11:30 am</p>	<p>Keynote Speaker, Stephan Maighan, Inspiration and Transformation Expert <i>West Ballroom (Level 4)</i></p>
<p>11:30 am – 12:00 pm</p>	<p>Conference Closing <i>West Ballroom (Level 4)</i></p>