



#### Le dimanche 29 mai

11 h 00 – 17 h 00	Activités sociales facultatives
18 h 00 – 19 h 30	Réception pour les nouveaux membres <i>Salon 1 (niveau 2)</i>
22 h 00 -24 h 00	Réseautage <i>Bar du hall</i>

#### Le lundi 30 mai

7 h 30 – 8 h 30	Inscription et déjeuner <i>Salle de bal Ouest (niveau 4)</i>
8 h 30 – 8 h 45	Ouverture du congrès <i>Salle de bal Ouest (niveau 4)</i>
8 h 45 – 10 h 00	Exposé de la conférencière principale Bee Schadeck, ancienne conseillère principale autochtone chez Devon Energy <i>Salle de bal Ouest (niveau 4)</i>
10 h 00 – 10 h 30	Pause-contacts  -----  Ouverture du salon des exposants (Offert tout au long de la journée jusqu'à 15 h 45)  <i>Foyer Salon Drummond (niveau 3)</i>
10 h 30 – 11 h 30	<p>Serie d'ateliers A</p> <p><b>A1: Dialogue avec les directeurs au sujet de la collaboration</b>  <b>Présenté par Cathy Keates, Université Queens et Jan Basso, Université Wilfrid Laurier</b>  <i>Salon Drummon Ouest (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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>

**A2: Transformation opérationnelle et liens internationaux : Parcours d'un centre de carrière vers la réinvention**

**Présenté par Ian Ingles et Tang Choy, Université Ryerson**

*Salon Drummond Centre (niveau 3)*

**Cette séance sera offerte en anglais**

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: Vendre des sourires 101 – Un exemple réel d'apprentissage, d'établissement de liens et de collaboration**

**Présenté par Sherri Dickie, gestionnaire du recrutement national, Vector Marketing Canada**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

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 sales 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: Campagnes de marketing : Augmenter les liens de recrutement entre les employeurs et les centres de carrières universitaires**

**Présenté par Jeff Watson, directeur associé, Relations avec les employeurs, Université Western**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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

	<p>recruiting from Western and increasing the number of work integrated learning opportunities.</p> <p>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> <p><b>A5: Approches traditionnelles par rapport à la présentation de la prochaine génération: Ce que les employeurs veulent vraiment</b>  <b>Présenté par Denise DeLong, Halifax Partnership, et Ayse Gammon, Université Dalhousie</b>  <i>Salons 4 et 5 (niveau 2)</i>  <b>Cette séance sera offerte en anglais</b></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 h 30 – 12 h 15	<p>Séances d'information offertes par les employeurs et les éducateurs  <i>Salon Drummond (niveau 3)</i></p>
12 h 15 – 13 h 30	<p>Dîner  <i>Salle de bal Ouest (niveau 4)</i></p>
13 h 30 – 14 h 30	<p>Serie d'atelier B</p> <p><b>B1: Les recruteurs les adorent, les étudiants les détestent. Parlons des entrevues par vidéo!</b>  <b>Présenté par Corrine Bell, ancienne superviseure du recrutement sur le campus, Devon Energy, et Andy Athens, HireVue</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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"> <li>• Why video interview is such a great tool for recruiters</li> <li>• Why students dislike video interviews and how we can better support them in this process</li> <li>• A demonstration of on-demand and video interviews and how you can use them to save time</li> <li>• How to improve the candidate interview experience</li> </ul>

- How to showcase your brand during video interview

**B2: Comment j'ai choisi ma majeure : Histoire d'un partenariat en services de carrière**

**Présenté par Penny Freno et Tony Botelho, Université Simon Fraser**

*Salon Drummond Centre (niveau 3)*

**Cette séance sera offerte en anglais**

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 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: Sondage de 2015 auprès des professionnels des services de carrière de CERIC: Qu'avons-nous appris?**

**Présenté par Riz Ibrahim, CERIC**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

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: Privilégier la qualité à la quantité: Créer des possibilités de participation uniques entre les étudiants et les employeurs**

**Présenté par Sneha Deokie et Laura Henshaw, Business Career Hub, Ted Rogers School of Management, Université Ryerson**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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

	<p>the opportunities available and what it's like to work for them.</p> <p>Piloting the initiative with the School of Hospitality &amp; 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.</p> <p>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.</p> <p><b>B5 : Comment les entrepreneurs et les intrapreneurs trouvent une carrière en 2016. Votre centre de carrières est-il hors de l'équation?</b>  <b>Présenté par Jon French, directeur, Marketing et communications, The Next 36 Salons 4 et 5 (niveau 2)</b>  <b>Cette séance sera offerte en anglais</b></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.  Moderated by Jon French, Director of Marketing &amp; Communications, The Next 36.</p>
14 h 30 – 14 h 45	<p>Pause-contacts  <i>Foyer Salon Drummond (niveau 3)</i></p>
14 h 45 – 15 h 45	<p>Serie d'atelier C</p> <p><b>C1: Tout ce que vous avez (toujours) voulu savoir sur les Autochtones sans jamais oser le demander</b>  <b>Présenté par Bee Schadeck, ancienne conseillère principale autochtone chez Devon Energy</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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><b>C2: Faire participer les étudiants grâce aux médias sociaux</b>  <b>Présenté par Dan Kennedy, gestionnaire, centre des carrières professionnelles de la TRSM, Université Ryerson</b>  <i>Salon Drummond Centre (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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.

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.

### **C3: Point de contrôle de la carrière Ryerson : Programme de perfectionnement des étudiants salariés à l'échelle du campus**

**Présenté par Paulina Nozka et Brandon Sloan, Université Ryerson**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

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: Établir des liens – Faire participer les étudiants, les anciens et les employeurs**

**Présenté par Dan Dillon et Danielle Jackson, Université Memorial**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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: Expérience internationale Canada**

	<p><b>Présenté par Clark Goodman, Expérience Internationale</b>  <i>Salons 4 et 5 (niveau 2)</i>  <b>Cette séance sera offerte en anglais</b></p> <p>Explore our journey to raise the organization wide delivery of career education through the levers of technology and collaboration. MyCareer Challenge is an online curriculum offered through the co-curricular record. It helps students to integrate all the pieces of their career centered learning, and maintain focus on the reason they came to college in the first place? - To get a good job! The goals of MyCareer Challenge are to improve student job search tools, abilities, and confidence, track their accomplishments in and out of the classroom, and utilize employment services at Niagara College.</p> <p>Learning Outcomes:</p> <ul style="list-style-type: none"> <li>• Gain insight into why and how we are using this means of career education delivery to leverage our resources</li> <li>• Learn the considerations and methodology for building this online curriculum and rolling it out to students, faculty and co-op</li> <li>• See how it is positioned to assist with service level differentiation between co-op and career services</li> </ul>
18 h 00 – 19 h 00	<p>Salon des exposants et réception  <i>Foyer Salon Drummond (niveau 3)</i></p>
19 h 00 – 21 h 30	<p>Souper du président et remise des prix de l'ACSEE  <i>Salle de bal Ouest (niveau 4)</i></p>
22 h 00 – 24 h 00	<p>Réseautage  <i>Foyer Niveau 2 (niveau 2)</i></p>

#### Le mardi 31 mai

7 h 30 – 8 h 15	<p>Inscription et déjeuner  <i>Salle de bal Ouest (niveau 4)</i></p>
8 h 15 – 9 h 00	<p>Prix des bénévoles et déjeuner  <i>Salle de bal Ouest (niveau 4)</i></p>
9 h 00 – 10 h 15	<p>Exposé du conférencier principal Didier Dubois, stratège et cofondateur de HRM GROUPE  <i>Salle de bal Ouest (niveau 4)</i></p>
10 h 15 – 10 h 30	<p>Pause-contacts</p> <p>-----</p> <p>Ouverture du salon des exposants  (Offer tout au long de la journée jusqu'à 15 h 45)</p> <p><i>Foyer Salon Drummond (niveau 3)</i></p>
10 h 30 – 11 h 30	<p>Serie d'atelier D</p> <p><b>D1: Former des superviseurs à la gestion d'équipe : une approche expérientielle</b>  <b>Présenté par Anne Bourhis et Lucie Morissette, HEC Montréal</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte dans les deux langues officielles</b></p> <p>Depuis plusieurs années, les spécialistes de la pédagogie vantent les mérites de l'approche expérientielle pour développer les savoir-faire en gestion. Malheureusement, une telle approche se heurte à l'absence de matériel pédagogique approprié, la plupart des livres en gestion adoptant plutôt une approche classique linéaire axée sur les savoirs. Notre conférence a pour but de présenter l'approche expérientielle que nous avons développée pour enseigner la gestion des ressources humaines à des superviseurs actuels ou futurs. Pour ce faire, nous avons conçu un matériel</p>



pédagogique approprié, axé sur des mises en situation concrètes et réalistes développées en partenariat avec une véritable entreprise. Conçu pour un support informatique, cet ouvrage propose une série d'enjeux de gestion des ressources humaines que les apprenants doivent résoudre selon leur rythme et niveau de compétences en utilisant les outils conceptuels (fiches thématiques) ou pratiques (formulaires vierges, listes de vérification, etc.) mis à leur disposition.

#### **D2: Programme et perfectionnement professionnels : Perspective d'une faculté**

**Présenté par Rebecca Dirnfeld, Université Ryerson**

*Salon Drummond Centre (niveau 3)*

**Cette séance sera offerte en anglais**

How do we tailor career programming and development from a faculty perspective? While central career services provide general and specific programming to the student 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.

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.

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.

#### **D3: Repenser les possibilités de carrière**

**Présenté par Lisa Russell, Université Memorial**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

#### **D4: Stages et enseignement coopératif en arts et sciences**

**Présenté par Ashley Johnson, Université Queens**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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.

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.

#### **D5: Comment préparer une analyse de rentabilisation à toute épreuve pour intensifier le recrutement sur votre campus**

**Présenté par Graham Donald, vice-président, Stratégie de marque des employeurs, DAY Communications**

*Salons 4 et 5 (niveau 2)*

**Cette séance sera offerte en anglais**



	<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 h 30 – 13 h 00	<p>Dîner et assemblée générale annuelle <i>Salle de bal Ouest (niveau 4)</i></p>
13 h 00 – 14 h 00	<p>Serie d'atelier E</p> <p><b>E1: Recrutement au moyen des réseaux sociaux, ce qui fonctionne, pourquoi et comment, et erreurs fréquentes</b>  <b>Présenté par Jason Kipps, Universum</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></p> <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.</p> <p>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.</p> <p><b>E2: Discussion de groupe d'experts : Divulgarion – Comment s'orienter dans cette importante conversation, présentée par le Comité sur la diversité de l'ACSEE</b>  <b>Présenté par Lisa Kuiper, Université Brock et présidente du Comité sur la diversité de l'ACSEE</b>  <b>Discussion présidée par Anne Soucy, Université du Nouveau-Brunswick</b>  <i>Salon Drummond Centre (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></p> <p>The topic of diversity is a key objective for CACEE's national board and with a designated committee, CACEE proudly promotes inclusivity for *underrepresented 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.</p>

Join, Karen Kelsey, from Lime Connect, Nancy Moulday from TD Bank and Lisa Kupier from Brock University for a discussion where we share tips on how to navigate this important conversation to further success. With a deep 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: Sondage sur la destination : De la conception aux rapports et à la participation des facultés**

**Présenté par Darlene Hnatchuk, Service de planification de carrière de McGill**  
*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte dans les deux langues officielles**

86 % des étudiants ont indiqué le choix « Obtenir un bon emploi » comme motivation pour s'inscrire à l'université, ce qui est le pourcentage le plus élevé parmi toutes les options, selon l'enquête sur la première année universitaire (2013) du Consortium canadien de recherche sur les étudiants universitaires (CCREU).

Les étudiants s'intéressent de plus en plus aux résultats professionnels de leurs pairs et les responsables universitaires reconnaissent la valeur de l'utilisation des résultats pour orienter leur planification stratégique. En 2010, le Service de planification de carrière de McGill (CaPS) a lancé un sondage pilote sur la destination des anciens étudiants.

À la lumière des résultats, le sondage a été révisé et présenté aux anciens étudiants 18 mois après l'obtention du diplôme, pour les trois dernières années. En créant des rapports personnalisés à l'intention des doyens de faculté, le CaPS a réussi à établir de nouvelles relations et à former de nouveaux partenariats. Dans cette séance, nous aborderons l'élaboration de notre sondage et la justification de sa conception, ainsi que notre approche de collaboration avec la faculté.

### **E4: Mentorat professionnel : Résultats de la recherche sur l'importance des employeurs en tant de coformateurs aux choix d'une carrière**

**Présenté par Susan Forseille, coordonnatrice de l'emploi étudiant, Université Thompson Rivers**  
*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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:

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.

### **E5: Initiatives de participation novatrices – « sortir des sentiers battus »**

**Présenté par Theresa Myra et Ayse-Dai Gammon, Université Dalhousie**  
*Salons 4 et 5 (niveau 2)*

**Cette séance sera offerte en anglais**

	<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 both employers and educators to discuss campus recruitment challenges, trends, best practices and more effective ways to collaborate.</p> <p>In this presentation we will highlight two initiatives that Dalhousie University is currently engaged in:</p> <ol style="list-style-type: none"> <li>1. Management Career Services (MCS) conducts five Corporate Tours across Canada annually. Each tour is unique and is designed to support the experiential learning objectives of the Faculty Management Programs. We will outline the promotion, registration, funding and preparation and activities involved. As well as discuss how each tour differs, insights gained and recommendations for future initiatives. This presentation will include employer and student testimonials.</li> <li>2. JEDI - Joint Employer Development Initiative is comprised of a joint collaboration amongst three career and co-op units (MCS, Science, IT and Engineering Co-op, as well as our Career and Leadership Development Centre). The purpose of this group is to foster employer development related collaboration and cross promotion amongst career services and o-op offices at Dalhousie as well as internal and external stakeholders. Join us for a lively, interactive session to explore new ways of attracting talent on campus beyond regional borders and traditional methods.</li> </ol>
14 h 00 pm -14 h 30 pm	<p>Pause-contacts <i>Foyer Salon Drummond (niveau 3)</i></p>
14 h 30 – 15 h 30	<p>Serie d'atelier F</p> <p><b>F1: Virage numérique : savoir proposer des outils adaptés aux nouvelles réalités</b>  <b>Présenté par Richard Buteau et Évelyne Gosselin, Université Laval</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte en français</b></p> <p>À l'ère des médias sociaux et des études à distance, les étudiants et les diplômés carburent aux outils technologiques. De leur côté, les employeurs souhaitent rejoindre les candidats de la relève et simplifier leurs processus de recrutement. Afin d'optimiser l'arrimage entre les besoins de la population étudiante et ceux des employeurs, le Service de placement de l'Université Laval (SPLA) a développé, au cours des dernières années, plusieurs projets novateurs qui maximisent la visibilité des étudiants et des employeurs. Motivé par sa mission de faciliter l'insertion professionnelle et d'accompagner les étudiants dans le développement de leur employabilité, le SPLA souhaite, au cours de cet atelier, partager son expérience et échanger avec les participants sur les outils et les défis d'aujourd'hui en matière de recrutement et de développement de carrière</p> <p><b>F2: Évolution du recrutement dans un marché mondial</b>  <b>Présenté par Mat Westcott, responsable du campus international et de l'acquisition de talents en diversité, Groupe Banque TD</b>  <i>Salon Drummond Centre (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></p> <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</p>

the opportunities that these factors present to recruitment and talent management? What's the risk if our recruitment and talent management practice doesn't evolve? 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: Programme d'expérience en milieu de travail pour les étudiants internationaux : Culture, confiance, connexion**

**Présenté par Anna Cranston et Jennifer Coombs, Université Dalhousie**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

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: Carrefour Club de recherche d'emploi : Faire des incursions auprès des organisations étudiantes**

**Présenté par Julia Smeed et Karen McCrank, Université de Toronto**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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: L'apprentissage par l'expérience pour tous : Faire le lien entre les devoirs en classe et les perspectives d'emploi**

**Présenté par Richard Tuck, Riipen**

*Salons 4 et 5 (niveau 2)*

**Cette séance sera offerte en anglais**

	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.
16 h – 16 h 30	Causeries au coin de feu <i>Salon Drummond</i>
18 h 00– 24 h 00	Souper et activité sociale <i>Vieux Port Steakhouse</i>

### Le mercredi 1 juin

8 h 00 – 9 h 00	Déjeuner <i>Salle de bal Ouest (niveau 4)</i>
9 h 00 – 10 h 00	Serie d'atelier G
	<p><b>G1: Défi de la première génération. Les étudiants qui sont les premiers membres de la famille à fréquenter un établissement postsecondaire voient les choses d'un point de vue</b></p> <p><b>Présenté par Jennifer Beaudoin Brandt, formatrice en milieu de travail, Collège Algonquin</b>  <i>Salon Drummond Ouest (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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><b>G2: Éliminer les obstacles à l'emploi : Faits saillants des activités interactives de sensibilisation des employeurs à l'embauche des personnes handicapées</b></p> <p><b>Présenté par Chelsea Mohler, NEADS</b>  <i>Salon Drummond Centre (niveau 3)</i>  <b>Cette séance sera offerte en anglais</b></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</p>

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.

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: Établir sa marque comme une vedette rock – Commercialiser comme un pro**

**Présenté par Mike Leon, Brand Heroes**

*Salon Drummond Est (niveau 3)*

**Cette séance sera offerte en anglais**

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: Conversation sur l'apprentissage expérientiel**

**Présenté par Madiha Ahmed, coordonnatrice de la mobilisation des employeurs, Université de Toronto, Scarborough**

*Salons 6 et 7 (niveau 3)*

**Cette séance sera offerte en anglais**

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 world café conversation style where participants will engage in several rounds of roundtable 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: Intégration hâtive de la formation au choix d'une carrière et augmentation de la participation des étudiants grâce à la collaboration des facultés**

	<p><b>Présenté par Marisa Brown, Medhat Sedarose et Najlaa Rauf, bureau de participation des étudiants – Goodman School of Business – Université Brock et Université Ryerson</b></p> <p><i>Salons 4 et 5 (niveau 2)</i></p> <p><b>Cette séance sera offerte en anglais</b></p> <p>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 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>
10 h 00 – 10 h 15	<p>Pause-contacts</p> <p><i>Foyer Salon Drummond (niveau 3)</i></p>
10 h 15 – 11 h 30	<p>Exposé du conférencier principal Stephan Maighan, expert en inspiration et transformation</p> <p><i>Salle de bal Ouest (niveau 4)</i></p>
11 h 30 – 12 h 00	<p>Clôture du congrès</p> <p><i>Salle de bal Ouest (niveau 4)</i></p>