

Tuesday, July 29, 2008 Workshops

Alumni Career Programs: A New Opportunity Area to Build and Maintain Lifelong Relationships with Alumni

Cliff Libby, Vice President, University Sales and Services, Experience, Inc.

Young alumni have the greatest need for career services – thus, career services professionals have a unique opportunity to foster stronger, longer-lasting relationships with new graduates by helping them uncover careers and employer searches. By building communities focused on alumni, partnering with alumni relations professionals and embracing outsourcing opportunities for technical and content expertise, career centers can offer value-added career services for alumni in ways that will keep their constituents engaged with their school for life.

Attracting College Talent into Your Organization: Senior Human Resources Professionals Share Their Perspectives

Sally Pinckard, Associate Director, Weston Career Center, Olin Business School, Washington University and Human Resources Professionals from Deloitte, Monsanto, Enterprise Rent-A-Car, Boeing, and Washington University

A panel of senior human resources professionals will discuss the changing face of the hiring landscape. They will address finding and nurturing future leaders, ways to become and remain a preferred employer by top college graduates, generational considerations in the entry level workforce, implications of the pending baby boomers' retirement, and the future of college recruiting.

Catch the Spirit of Partnerships: Engaging Alumni in Job Shadow and Internship Programs

Lois Meerdink, Assistant Dean, Business Career Services, University of Illinois at Urbana-Champaign, Pnina Steiner, Senior Director, Business Career Services, University of Illinois at Urbana-Champaign; Kathleen Powell, Associate Dean and Director of Career Development, Grinnell College

Use a flight plan to engage your alumni to benefit your job shadow and internship programs. Receive tangible materials to start or enhance alumni-sponsored job shadowing and internship experiences. Steer your own program development with national and international destinations. "Pilot" your ideas, check your internship equipment and take off without delay. Put on your headsets, sit back and listen to the in-flight safety instructions on how to build successful programs through partnerships.

Employer Integrated Branding Through New Media

Geoffrey Humphrys, Director, Vern Mason, Senior Associate Director, and Ken Nelson, Media Director, Lear Corporation Career Services Center, Eli Broad College of Business, Michigan State University, Ed Willis, Assistant Vice President, Compensation & Benefits, Union Pacific Railroad, and Ella Arroyo, Campus Recruiter, Target

Effective employer branding drives recruiting success. Union Pacific Railroad recently energized its on campus visibility through an innovative partnership with Michigan State University. A corporate-sponsored and student-staffed media studio in the Eli Broad College of Business creates high-energy, youth-oriented, career-related media for the MSU Career Services Network. Through this approach, Union Pacific, Target, and other employers are gaining visibility in new and different ways while contributing to the educational mission of career services.

Gateway to Tomorrow - Reviewing Trends and Projections for 2008 and Beyond

Chris Miciek, Associate Director, SCDC, Drexel University, Christina Konieczka, National College Recruiting Manager, Mercer Human Resource Consulting, Jill Wesley, Director of Career Services, Distance Learning, Indiana Business College, Brian McDow, Assistant Director of Career Resources & Technology, University Career Center, University of Kansas; Teri Lehr, eRecruiting & Data Management Coordinator, Career Center, Illinois State University; Ron Eblen, Career Development Coordinator, University of Central Missouri

You could spend time on the banks of the Mississippi peering into the frontier. Or, you can get a guide and set out to settle the west. If you have come to St. Louis to "go west" we can be your guide. Join the Midwest ACE Research, Evaluation, & Trends Committee as it presents future trends data including highlights from the 2007-08 NACE Future Directions report, what recruiters are looking at, and shaping technologies. This panel will share and analyze predictions, projections and findings and finish with an open floor discussion. Find out what you need to prepare for the journey and what you can expect to find along the way.

Help Your Students Become Ideal Candidates for Competitive Nonprofit Positions

Meg Busse, Manager, Nonprofit Career Transitions Initiative

As more and more students seek careers that integrate values, ethics, and a tangible contribution to society, nonprofit jobs are becoming increasingly competitive. Learn what nonprofit HR looks for, discuss differences between nonprofit and for-profit hiring, and hear how to help your students strengthen their candidacy. This presentation will utilize information from nonprofit HR managers, articles published in leading industry journals, and a comprehensive book by Idealist.org on finding meaningful work.

Legal and Ethical Issues Update For Our Profession

Karen L. Simpkins, Interim Associate Vice President for Human Resources, Eastern Michigan University

This conference session, a mini-version of the legal pre-conference usually offered each year, covers any new legal and ethical issues faced by both recruiters and career services professionals. There will be an opportunity to quickly review the basics and take questions on legal and ethical issues of concern to the workshop participants.

Multicultural Competence: Think You Have It? Think Again!

Laura Kestner, Director, and Courtney Hanson, Career Counselor, Career Services Center, Marquette University

This interactive session will outline how one career center took an honest look at their Multicultural Competence (MCC). We will share activities to define MCC, qualitative/quantitative data from client evaluations and counselor self-assessments, and anecdotes demonstrating MCC best practices. Participants will gain skills to develop their own MCC career center and leave with an action plan for assessing self and building skills.

Navigating Assessment: Perspectives from the Pilot's Seat

Carey Busch, Assistant Director, Office of Career Services, Ohio University, James E. Mitchell, Assistant Director, Career Center, Ball State University; David Kincaid, Assistant Director, Career Center, Truman State University

This program is a panel discussion with representatives from three different career centers. It will briefly discuss why and how to assess with a focus on the unique experience of each career center. Discussion will include the challenge of a cultural shift towards quantifying services, how to develop an efficient assessment process, as well as implementing service and program changes based on the data.

Recruitment Best Practices: Does What Matters to Undergraduates Apply to Advanced Degree Candidates?

Mary Scott, President, Scott Resource Group

What matters (and doesn't) to MBA and MS/PhD candidates as they pursue potential employers, as compared with their undergraduate counterparts? Consultant Mary Scott discusses the findings of a recent study that surfaced the similarities and differences among academic degree cohorts specific to recruitment best practice differentiators. Prepare to be surprised by the findings, which challenge the conventional wisdom!

Risks and Rewards: An External Peer Review of a Career Services Office

Jill Braasch, Associate Director, Career Services, Cardinal Stritch University, Angela Davis, Assistant Dean of Students & Director of Field & Career Services, Beloit College, Beloit; Shawn Johnson, Director of Career Services, Edgewood College, Madison

What are the perceptions of your career services office by your administration, faculty, staff, students, and alumni? Are your resources, support, internal documents and website resulting in expected outcomes? Hear how one peer review team collected such input for evaluating the effectiveness and programs of the career services office of a private liberal arts institution and followed-up with feedback and recommendations for future direction. Attendees will learn the challenges, outcomes, and rewards experienced by the career services office as they exposed their office to an external review. Lessons learned, timelines, and a step-by-step process will be shared by the Career Services Director and Review Team.

Speed Networking: Connecting Students and Professionals in 5 Minutes or Less

Lisa Hinkley, Director of Career Services, Lake Forest College

Speed networking, modeled after speed dating, has quickly become a signature event at Michigan State University and allows students and professionals to connect for a series of up to 19 computer-matched, five-minute meetings plus open mingling in a single afternoon. Learn about the event from beginning to end – from prepping students to attracting professionals – with time for Q&A about the event's role in engaging alumni, facilitating recruiting (even with freelancers and small business types), and teaching students to network.

Spread Your Wings - Diversifying Your Collaboration Efforts

Maureen Roach, Senior Assistant Director, Pam Cooper, Assistant Director for Professional Practice; Career Center, Illinois State University

The Illinois State University Career Center has adopted some spirited and innovative approaches in partnering with old and new constituents. This workshop will provide information describing how the Career Center team has successfully involved employers and others in new program efforts, reinvigorated registered student organization participation, and developed new faculty partnerships through curriculum enhancement in programs/services. Session attendees will also be encouraged to CATCH THE SPIRIT and share their best practices.

Taking Lessons from Graduate School Recruitment

Mark Smith, Assistant Vice Chancellor, Washington University

Graduate schools and employers both compete for graduating seniors but do it in very different ways. Graduate and professional schools process thousands of applications with very little use of interviews or resumes. Employers will be able learn what techniques graduate schools use to evaluate candidates and schools and to borrow best practices for recruitment and evaluation of candidates. Special attention will be paid to best practices that employers can borrow.

The Spirit of Collaboration: A Decentralized Campus Collaborates for Employer Success

Gail Rooney, Ph.D., Director, The Career Center, Nell Madigan, Assistant Dean, Institute of Labor and Industrial Relations; Lois Meerdink, Assistant Dean, Business Career Services; Jennifer Neef, Career Services Coordinator, Agricultural, Consumer and Environmental Sciences Career Services; Sarah Zehr, Assistant Dean and Director, Engineering Career Services, University of Illinois at Urbana-Champaign

The University of Illinois at Urbana-Champaign has over 24 independent Career Services offices/affiliates that meet regularly, but a new collaborative endeavor brought them together to market to employers. The Hire Illini initiative allows employers to more easily navigate the historically confusing career services network while branding the University as the premier place to find top talent. This program will outline our marketing process from research/funding to development/implementation and give thoughts on future directions.

Working With Students With Disabilities: Effective Approaches for Both Career Centers and Employers

Wesley Thorne, Assistant Director, Jeff Jenkins, Assistant Director, University Career Services, Northwestern University

Individuals with disabilities have a much higher rate of unemployment compared to individuals without disabilities. This challenge may be partly due to employer misperceptions about their abilities. As they navigate through the application and interview process it is important that students with disabilities learn and implement successful strategies to become self advocates. Career professionals can offer students tools for marketing their unique skills and qualifications. Employers can learn strategies to bring these students into their organization.

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Aligning College Recruiting Strategy in a Decentralized Organization

Shawn Tubman, Director, University Relations, Liberty Mutual Group

In this interactive, employer focused presentation, the identification and implementation of three college recruiting best practices in a decentralized organization will be examined. College recruiting components including university relationships, expense, and internal reporting relationships will be examined from a case study format. Challenges will be identified, best practices considered, and recommended implementation steps discussed.

More Than Just Number of Hires: How to Measure Recruiting Success

Christine Troglio, Talent Management, Caterpillar Inc.

Let's face it....the number of job openings filled from campus recruiting is a critical metric in the corporate world. But it's not the only one. See how companies can develop metrics that capture more than just the number of people hired.

Riding the Technology Wave: Effective use of iWebfolio™ to Deliver Career Content

Linda Ickes, Career Center Director, Deveta Gardner, Career Advisor, Ewa Urban, Career Advisor, Career & Student Employment Services, Western Michigan University

This session will provide an overview of selection criteria used to implement iWebfolio™ as the tool to deliver college-specific career education content to students. Instead of frequent content updates to the career center's website, each career educator develops and maintains an electronic portfolio which is used to store, maintain, share, and deliver program-specific career content to current and prospective students, alumni, and members of the university community. No HTML or web design skills needed!

Seasoned Career Center Directors - How They Keep Motivated and Their Spirits Soaring to Lead Dynamic Career Services

Jane Linnenburger, Executive Director, Smith Career Center, Bradley University, Larry Routh, Ph.D., Director, Career Services, University of Nebraska - Lincoln; Jim Beirne, Associate Dean and Director, Weston Career Center, Olin School of Business, Washington University; Emanuel (Manny) Contomanolis, Ph.D., Associate Vice President, Enrollment Management & Career Services, Director Co-op & Career Services, Rochester Institute of Technology

This highly interactive session will include insights and experiences of directors of innovative, well-established career centers. The presenters will address trends in career services and the

rewards (and challenges) of leading comprehensive career centers. They each will describe how they keep motivated to introduce new approaches in the delivery of effective career services. The workshop is designed for mid-level and experienced career services professionals.

Setting the Course: Faculty, Academic, and Career Advisors Team Up to Teach Career Development

Sally Pinckard, Associate Director, Undergraduate Career Advising, Weston Career Center, Steve Malter, Ph.D., Associate Director for Undergraduate Advising & Student Services/MACC Program, Olin Business School, Washington University

Management 200 educates students about careers linked to the curriculum at Washington University's Olin Business School. Faculty teach about each major and related fields or jobs. Advisors teach career preparation through lectures and assignments geared to providing the tools for career success. The popular elective course reaches about 70% of Olin sophomores. Research indicates the course has had a significant impact on students' certainty about their academic and career goals and increased their success in getting jobs.

Smells Like Team Spirit - An Introduction to the CareerCATs

Leslie Delerme, Assistant Director, Brandon Bute, Assistant Director, Office of Career Services, Ohio University

As career service offices are continually being asked to do more with less, the need to think creatively when developing marketing and publicity strategies is a must. Career CATs is a result of just such a need. We will explore the development and outcome of this new student organization that was created to tap into the student population at Ohio University to identify what the students want and the best way to make contact with them.

Tackling the Brain Drain: Career Services and Regional Economic Development

Kelley Bishop, Executive Director, Career Services, Michigan State University, Bob Trezise, President, Economic Development Corporation of the City of Lansing; Paul Jaques, Internship Developer, Michigan State University Career Services Network; John Hill, Director, Michigan State University Alumni Association Career Services

Career centers can play an important role in regional economic development. This session will explain how strategic partnerships support job shadow programs, small employer site visits, internships, industry-specific job networks, and entrepreneurial mentorship programs. Topics include: how small employers acquire talent, how to align economic development priorities with the university's, and how to managing public relations aspects critical to success.

Using Alumni Career Satisfaction Data to Improve Office Services for Undergraduates

Lonnie Dunlap, Ph.D., Executive Director, Jeff Jenkins, Assistant Director; Brett Boettcher, Assistant Director; Cynthia Graham, Senior Assistant Director for Alumni Career Services, University Career Services, Northwestern University

Does the number of undergraduate visits to career services really make a difference in future alumni career satisfaction? Does undergraduate usage of career services really make a difference in future career satisfaction with your alumni? See what correlations there are between frequency of use and career satisfaction in an undergrads first job after graduation. Based on original research the presenters will identify potential areas to improve undergraduate services.