

# **Fifteenth Annual Midwest ACE Trends in Recruiting Conference Workshop Descriptions**

## **THURSDAY, NOVEMBER 20, 2008**

THURSDAY (1-3 p.m.)

### ***Let's Make a Deal: How employers and colleges are creating new win-win partnerships***

This session is designed to help Career Services staffs develop effective partnership proposals and value propositions that drive new levels of financial commitment from employers - large and small. During this session, participants will gain insight into the drivers that influence employer participation in corporate partnership programs and will draft a targeted partnership proposal that provides the return on investment most employers seek. You can't afford not to attend.

Presenter – Jeff Beavers, Whirlpool Corporation and panelists

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THURSDAY (1-3 p.m.)

### ***Career Transitions: Career Service to Industry and Vice Versa***

This interactive session will give recruiting professionals insights into career opportunities on both sides of the fence. Learn more about what a career service department handles at the university level. Find out what types of skills you may need as you consider transitioning from the university setting to a corporate role within recruiting or university relations. Get real world advice from people who have made the transition from industry to university and vice versa.

Presenter – Casey Watson, Eaton Corp. and panelists

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## **FRIDAY, NOVEMBER 21, 2008**

FRIDAY (8-9 a.m.)

### ***Beyond TRENDS: Future Research Directions***

The Collegiate Employment Research Institute is exploring new research frontiers and would like input from college and employer practitioners. The participants at the *Recruiting Trends* Conference are important stakeholders. We seek an open group dialogue to gain insights on where the Institute might focus its energies. What environmental factors are having an impact on students' transition into the workforce? What dynamics are emerging in the workplace? What studies would be most helpful in understanding key issues related to college graduates and careers? What data would be useful for making decisions in our respective roles? We will synthesize what we learn from the group into the Institute's developing research agenda.

Presenters -- Kelley Bishop, Michigan State University and Lisa Hinkley, Lake Forest College

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FRIDAY (1-1:50 p.m.)

### ***Recruiting During Times of Uncertainty***

The economy, industry consolidation and the shifting expectations of college graduates have changed the face of recruitment. Drawing from lessons learned with the last economic slowdown, Anheuser-Busch is taking a new approach to recruiting. Now, without the well of open positions college graduates usually clamor for, the company is building on its proven recruiting efforts to maintain solid relationships and appeal to future talent. Join Mark Stryshak, Anheuser-Busch's Vice President of Staffing, Training & Organizational Development, to discuss tips for recruiting during times of change and uncertainty, the importance of great relationships on campus and why a personal approach is the way to go in reaching today's graduates.

Presenter -- Mark Stryshak, Anheuser-Busch, Inc.

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FRIDAY (1-1:50 p.m.)

### ***Does Diversity Pay?***

Workforce diversity has become a fundamental business concern in the 21<sup>st</sup> century. However, issues related to diversity are often under scrutiny and up for debate.

What are the attributes of effective diversity initiatives? Research by Akinola and Thomas (2008) identifies that one of the cornerstones of effectiveness in this area is leadership at the executive level. How do CEOs view diversity? While there are CEOs that believe equal opportunity compliance is adequate, others see diversity initiatives as an integral part of the company's vision.

Does diversity pay? While some believe that a diverse workforce produces better results and greater profits, the opposition argues that an emphasis on diversity causes conflict that detracts from the organization's ability to be effective and profitable (Herring, 2008). Companies and universities that successfully implement diversity initiatives and programming are realizing a return on their investment.

This session will incorporate a panel to discuss these issues freely in a forum with time for questions from the audience.

Presenter – Midwest ACE Diversity Advancement Committee

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FRIDAY (1-1:50 p.m.)

### ***Changing Employer Expectations of Entry Level College Graduates and Early Career Professionals***

Using data from the Collegiate Employment Research Institute's "*Recruiting Trends*" survey and Iowa State University's data mining of Competency- and Ability-Based keyword content of over 18,000 Position Descriptions, this presentation will explore the rapidly changing employer expectations of college graduates and early career professionals. The impact these changing expectations are having on the recruiting, hiring and selection processes will be reviewed. The role academic program-based experiential education is playing in preparation for professional employment, and in early identification and relationship building, will be addressed within the context of supply and demand of the college educated workforce. Workforce demographics as a driving force for these changes will be discussed.

Presenters -- Larry F. Hanneman, Tom Turner, and Roger Bentley, Iowa State University and Phil Gardner, Collegiate Employment Research Institute at Michigan State University

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FRIDAY (2-2:50 p.m.)

***“Dude, Where’s My Job?” How to Prepare, Attract, & Onboard Today’s Students***

How can you make a student’s transition from college to the workplace as smooth as possible? With the unique generation entering the workforce, career services and employers must be equipped to prepare, attract, and onboard today’s students and recognize their distinct preferences. In this program, employers learn the best practices of recruiting and onboarding, and career services gain the insight they need to prepare students for this process. During this enlightening session, we look at how to craft a best-in-class recruiting program for both colleges and employers. We cover specific strategies to present a company in a way that appeals to today’s students, and we discuss the interview process to ensure companies are attracting students that are the right fit. Finally, we focus on the importance of onboarding programs that will minimize churn and prepare students to hit the ground running from day one.

Presenter – Brad Karsh, JobBound

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FRIDAY (2-2:50 p.m.)

***Speed Networking: Campus recruiting in an unpredictable environment***

Recruiting budgets continue to be cut, reducing the number of campuses employers visit. We continue to grapple with what it means to work with students and recent graduates, who have had highly-structured play, grown accustomed to speed, and want to contribute to their communities. Speed networking, modeled after speed dating, provides a way to engage students, alumni and employers for a series of up to 20 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.

Presenter – Lisa Hinkley, Lake Forest College

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FRIDAY (2-2:50 p.m.)

***International Students: Collaborative approaches in enhancing their employability***

The employment of international students is a critical area of concern in today’s marketplace. Working collaboratively with the international students office, immigration attorneys, alumni, employers and colleagues at peer institutions, DePaul University has developed a comprehensive range of services to help meet the needs of both students and employers including customized workshops, specialized advising, online resources, special events and tip sheets.

Presenters -- Imelda Caliwliw Johnson and Gillian Steele, DePaul University

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