



## 16<sup>th</sup> Annual Trends in Recruiting Conference Schedule

**Thursday, November 19, 2009**

Midwest ACE Executive Board Meeting

9:00 a.m. – 2:00 p.m.

Registration

12:00 – 1:00 p.m.

Facilitated Roundtable Conversations for College Members

1:00 – 4:00 p.m.

Career Course - Roundtable

Amy O'Donnell - Career Development Lecturer, University of Toledo, College of Business Administration, Toledo, OH

Lee Junkans - Director, Career Development Center, Chicago State University, Chicago, IL

*It's no secret that career/job search courses are useful resources for students trying to navigate the journey from self assessment to job offer. While there are many approaches, philosophies and foci, the opportunity to build a case for requiring career curriculum, or for developing courses, may be useful to those career services practitioners or faculty looking for a place to start. We welcome anyone who wishes to lend or gather resources for building career courses, to promote students' competitiveness in the market, to this "working" session. Plan to leave with a strategy or wish list of items that will help launch a career course on your campus.*

Tips and Tricks for Managing Career Services in the Current Economy - Roundtable

Jane C. Linnenburger - Executive Director, Smith Career Center, Bradley University, Peoria, IL

*Join Jane Linnenburger, a veteran career services professional, for conversation about strategies for reaching alumni and managing career services in challenging times. Jane and her staff have stretched their services through a blend of professional speakers, alumni engagement, and customizing materials to speak to what alumni, students and employers want to know about the current situation. Since this is a roundtable conversation, you will have the opportunity to guide conversation into the topics that are most pressing for you right now.*

### Employer Benchmarking Sessions

1:00 – 4:00 p.m.

*During the 2009 Midwest ACE Annual Conference, employers expressed interest in getting together with other employers to talk to each other to benchmark and share best practices. In response to that interest, this 3-hour session was developed. These will be facilitated discussions and topics may include internship programs, technology and ATS systems. Facilitators will continue to build the list of topics based on requests of attendees, having the flexibility to add topics when people arrive. After an initial period with the full group of employer attendees, we will likely split up into smaller groups for facilitated discussions on topics of interest. Midwest ACE intends to be nimble in responding to "hot topics" of interest while allowing employers to connect to each other to share and generate ideas.*

### Onsite Corporate Visits for College Members

1:00 – 4:00 p.m.

The Field Museum, KPMG and Mercer (Confirmed as of 10/28/09). Others are anticipated.

*This is a Professional Exchange Initiative that provides opportunities for companies to highlight their corporate recruiting brand and campus recruiting practices and issues to the college members of Midwest ACE. During the site visits, employers will talk about their recruiting process and culture, offer tours, and allow exchanges of information between new hires, interns and the college members. All corporate participant locations are close to the Holiday Inn Merchandise Mart, the host hotel for the Trends in Recruiting Conference.*

### Midwest ACE Leadership Meeting

2:15 – 4:00 p.m.

### Registration

3:00 – 5:00 p.m.

### Reception

4:00 – 5:00 p.m.

## **Friday, November 20, 2009**

### Registration

8:00 – 9:00 a.m.

### Breakfast

8:00 – 9:00 a.m.

### New Member Mentorship Session

8:00 – 9:00 a.m.

### Introductions

9:00 – 9:15 a.m.

Recruiting Trends Survey Report

9:15 – 10:45 a.m.

Dr. Phil Gardner - Research Director, CERI, Michigan State University Collegiate Employment Research Institute, East Lansing, MI

*Gloomy economy? Maybe not all is lost! Pockets of the economy are beginning to emerge and some employers are becoming excited about possible job openings in the not so distant future! Find out where these jobs might be and what sectors of the economy might emerge first from the economic rubble. Early findings suggest that opportunities will emerge but HR departments are hesitant to crank-up hiring. Be prepared for more uncertainty - seniors need to be ready for a sudden possible shift and find out why internships are becoming high stake events!*

Trends Questions and Answers with Dr. Phil Gardner

10:45 – 11:30 a.m.

Networking Lunch

11:30 a.m. – 12:30 p.m.

Midwest ACE Business Meeting

11:50 a.m. – 12:20 p.m.

Concurrent Sessions

12:30 – 1:15 p.m.

Examining Trends – History Provides Direction for the Future

12:30 – 1:15 p.m.

Dr. Phil Gardner - Research Director, CERI, Michigan State University Collegiate Employment Research Institute, East Lansing, MI

*Having done the Trends Report for over a decade, many provoking ideas and observations have emerged during this time. This session will examination some of those observations to see which have come to fruition and others into the dustbin of bad ideas. History always provides a sense of direction for the future. Or is the world we are entering going to be completely different. We will discuss these things and others in this open agenda format.*

Innovative, Practical Solutions to Explore Majors: Speed Majoring

12:30 – 1:15 p.m.

Amy Fruehling - Senior Associate Director, University of Illinois at Urbana-Champaign, Champaign, IL

*Keep your students' attention as you educate them on their academic major choices and the typical career paths that those majors follow. By adapting the 'speed dating' model, students can find their match - the right academic major to fit their career interests. At Illinois Business, this program has attracted over 150 business students annually and has helped students to understand their options and consider choices they were previously unaware. Faculty relations improve as they appreciate the promotion of their programs. Upper-classmen feel empowered and valued as they share their insight with under-classmen and become mentors.*

### Maximizing Diversity Recruitment Success in Today's Economy

12:30 – 1:15 p.m.

Claudine Meilink - Career Services Consultant, Purdue University, Center for Career Opportunities, West Lafayette, IN (Chair of Midwest ACE Diversity Advancement Committee)  
Aisha Ghori - Associate Director, Employer Relations, DePaul University Career Center, Chicago, IL (Vice Chair of Midwest ACE Diversity Advancement Committee)

*This session will consist of a roundtable discussion of best practices to recruit students of diverse backgrounds. Students from multiple institutions will be present to provide the student perspective on what appeals to them and how employers can obtain the best results from their available resources for successful campus recruitment. In addition, the DAC is currently in the process of identifying data consistently requested from employers to potentially develop and implement a database to provide these resources to employer members of Midwest ACE. The contributions made by employers and students during this roundtable will be critical to the DAC's value-added solution for best recruitment practices.*

### Concurrent Sessions

1:30 – 2:15 p.m.

#### Carls Help Carls

1:30 – 2:15 p.m.

Richard T. Berman - Director, Carleton College Career Center, Carleton College, Northfield, MN

*When crisis looms, families (and villages) help their own. In the still-lurching economic and employment downturns, why not apply this age-old and typically successful strategy with our own institutional cultures? Carleton College called in its "family" (i.e., alumni, parents, friends) to a different kind of "home," structurally and systematically building a platform of support and opportunity for the Class of 2009. A cross-constituency panel will present the model, its early successes, and plans to sustain it into the future.*

#### The Career Impact of Exponential Growth in Technology

1:30 – 2:15 p.m.

Stew Peckham - Director, Career Development, Kenyon College, Career Development Office, Gambier, OH

*A resurgent need for philosophy majors, the 'technologically Amish', and other trends will knock your socks off. Technology is getting more powerful, smaller, and cheaper. The quantity of information is doubling every year. We'll discuss how exponential advances and innovation will soon impact a variety of careers, from health services to manufacturing, from education to energy, from cyber-security and defense to entrepreneurship and politics – and some resources that can help you keep up. We'll talk about "disruptive innovation" and how some of these changes will have a profound impact on our world and even how we define humanity.*

#### The Exceptional Candidate Experience

1:30 – 2:15 p.m.

Heidi Maskas - Corporate Human Resources, Whirlpool Corporation, Benton Harbor, MI  
Heidi Groulx - Corporate Human Resources, Whirlpool Corporation, Benton Harbor, MI

*The Exceptional Candidate Experience (ECE) is a candidate management process developed by Whirlpool Corporation designed to build customer loyalty and provide prospective new employees with an unmatched candidate experience. As a consumer products company,*

*Whirlpool treats every candidate who interacts with the company as both a prospective new employee and either a potential new customer or a current customer to retain for life. The ECE creates unique opportunities to interact with these customers and develop a positive emotional response every step of the application and interview process. Participants in this session will gain insight into this unique candidate management program that will enable them to apply learnings to their candidate programs, benchmark recruitment best practices, and understand how to build candidate management programs that also drive customer loyalty.*

Prize Drawings and Conference Wrap Up

2:15 – 2:30 p.m.

*Must be present to win!*