



ANNUAL CONFERENCE

Moving Forward... Together

June 17-19, 2015



PITTSBURGH



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Message from the President

Dear EACE Conference Attendees:

Welcome to Pittsburgh and EACE 2015! I am thrilled that the conference is finally here and eager to start Moving Forward Together. The 2015 Conference Committee has been Moving Forward for well over a year as they have planned an amazing conference for all of us. I am confident that the conference will have something for everyone, from the opening and closing keynotes, to the concurrent sessions, to the pre-conference, exhibitors, entertainment and community service initiatives. Get ready for an action packed couple of days!

The committee has worked hard to offer a robust schedule that has been approved for NBCC and HRCI credits through quality concurrent sessions, keynotes, and speed learning sessions for new and seasoned professionals. To complement our schedule, we've taken advantage of every minute of our time in Pittsburgh, including plenty of exhibitor and hospitality suite breaks, dine-for-a-cause community service initiatives, and of course a chance to dance the night away at the Uptown rooftop lounge!

It would not be an EACE conference without something extra to make your experience special. So whether you are joining us for the pre-conference workshop, participating in our community service for the Boys and Girls Club, attending for the first time at our Newcomers lunch, or simply taking in the large amount of programming and networking opportunities, I am confident that you will leave Pittsburgh excited and energized.

Finally, as we Move Forward Together, I encourage you to challenge yourself, and move forward by stepping out of your comfort zone just a little bit. Meet someone new, volunteer for an EACE committee, enjoy a meal with someone that you don't yet know. EACE is a wonderful community of professionals that are looking to make connections, each of which starts with you. There is plenty of chatter that will happen on social media, make sure to join in the conversation on Twitter and Instagram with #EACE, and don't forget that Friday is College and Company Pride day - wear your gear!

Thank you for joining EACE in Pittsburgh. I look forward to seeing you over the next few days. I hope that your conference experience is simply amazing.

Always,

A handwritten signature in black ink that reads "SCOTT A. R." followed by a stylized flourish.

Scott Rappaport
EACE President, 2014-2015

Message from the Chairs

Dear EACE Colleagues and Friends:

On behalf of the 2015 Conference Committee, we welcome you to The City of Bridges, Pittsburgh, Pennsylvania – where you can find 446 bridges, 300 steel related businesses, 30 skyscrapers and 2 inclined railways!

Pittsburgh's inclined railways and bountiful bridges inspired our conference theme for this year, Moving Forward Together. The theme focuses on how we as employers and college career services personnel can collaborate in the midst of a rapidly changing labor market. The EACE 2015 conference aims to be a dynamic experience offering participants the opportunity to learn about trends in college recruitment and career services along with networking and fun.

We would like to thank and recognize the entire conference committee, both chairs and volunteers, for your hard work, creativity and commitment to making the conference a success. Through time, talent and tenacity it has been a pleasure working with you over the last year. Each of you has played an important role in the implementation of one of EACE's signature events.

Moving forward be sure to take advantage of everything this years' conference has to offer including:

- ▶ A Head Start: Learn how to get real world results using social media at the pre-conference workshop featuring Krista Nehar, CEO of Boot Camp Digital.
- ▶ Giving Back: Support the Boys and Girls Club of Western Pennsylvania by donating online to support programs that impact the lives of Pittsburgh youth.
- ▶ Fresh Start & End Well: Don't miss the opening keynote with Nick Tasler, acclaimed author and creator of the Think Strategically & Act Decisively team learning system or the closing keynote with Rex Huppke of the Chicago Tribune.
- ▶ Trends, Tips and Time for Learning: Select from 32 concurrent sessions and 15+ speed learning sessions to help you grow professionally and learn about trends in college recruiting and career development.
- ▶ Networking & Resources: Connect with exhibitors and attendees to learn about innovative products and share ideas.
- ▶ Going MOBILE: Use the conference mobile app to plan your visit and stay up-to-date with alerts, reminders and announcements.
- ▶ Calling all First Timers: If it's your first time at EACE, be sure to attend the Newcomer Lunch and meet the EACE board and learn how to get the most out of the conference experience.
- ▶ Let's Have Some Fun: Unwind at Pittsburgh's ultimate rooftop lounge, Uptown.
- ▶ Did We Mention Pittsburgh – also the City of Steel: Explore, shop or dine and enjoy Pittsburgh's local attractions such as the Duquesne Incline or Phipps Conservatory and Botanical Garden.

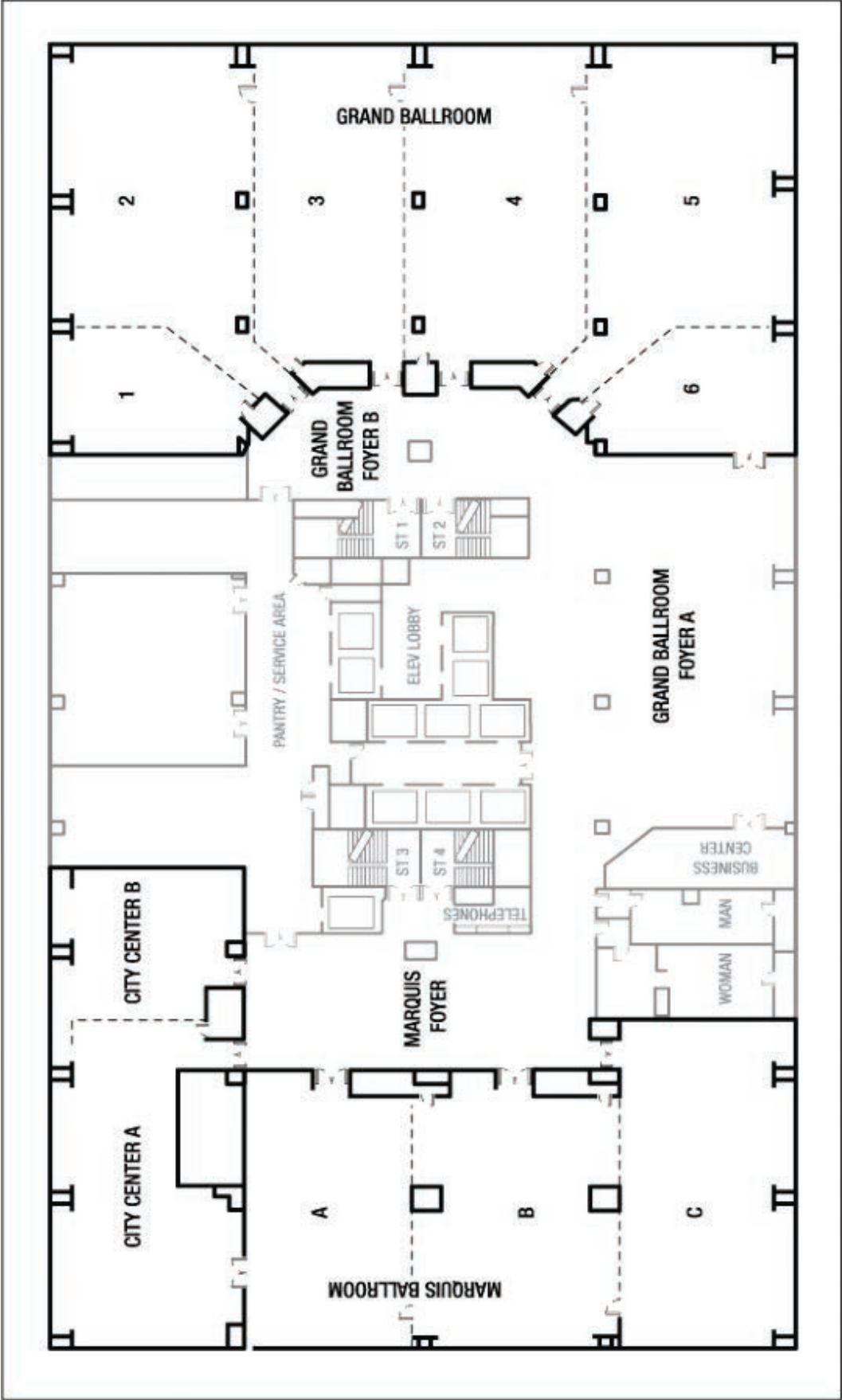
Last but certainly not least, thank you to all of our EACE sponsors – those who have chosen to sponsor EACE throughout the year or specifically for this year's conference – we appreciate your financial commitment to the association. Your funds make so many of our programs possible.

Again, we welcome you to Pittsburgh and look forward to hearing your stories about Moving Forward Together.

Samantha Camoni Hof & Lakeisha Mathews

EACE 2015 Annual Conference Co-Chairs

MAP



Schedule at a Glance

WEDNESDAY Jun. 17, 2015

7:30 AM – 5:30 PM **Grand Foyer**
Registration Open

Please stop by to pick up your registration materials, including your name badge, lanyard, tote, water bottle, and more!

8:00 AM – 11:30 AM **Meet in Marriott Lobby & Boys & Girls Club**
Community Service: Boys and Girls Club of Western Pennsylvania

Service Day: Teen Center Make-Over - EACE volunteers will unite to help make-over one of the local Boys & Girls Club site's teen centers. This is a chance to role up our sleeves to help high school students have the place they need to exercise their minds, workout their dreams, and stay fit.

8:00 AM – 11:30 AM **Marquis C**
Pre-conference Workshop Breakfast

Boot Camp Digital with Krista Nehar
**Registration required*

12:00 PM – 1:30 PM **Salon 1**
Hospitality Suite Open

Sponsored by Vector Marketing

Whether you need to relax, recharge or just want to grab a snack, the hospitality suite is here to serve! Come check us out Salon 1 between speakers!!

12:00 PM – 1:00 PM **Marquis A & B**
Newcomers' Lunch Only

Is this your first EACE Conference? Come meet other first time attendees at the Newcomers' Lunch!

1:30 PM – 3:00 PM **Grand Ballroom**
Opening Keynote: Nick Tasler

Think Strategically & Act Decisively

Decisions are the building blocks of your career, your team, and your company. Success results from stacking those blocks faster and more strategically than your competition. It really is that simple. That's why 88% of managers who excel at two skills—strategic thinking and decisive action—are among the top 10% of highest-performing leaders across all industries and job levels. The Think Strategically & Act Decisively learning system builds fast-moving, high performing teams with a revolutionary new approach to aligning teams with the company's strategic focus, and empowering them to confidently make all decisions—from strategic planning and employee management decisions down to daily customer and resource allocation decisions—faster and more strategically.

3:00 PM – 3:30PM **Grand Foyer**
Exhibitor Break

Sponsored by UPMC

Get exhibitor signatures on your passport for your chance to win awesome prizes!! Winners will be announced on Friday!

3:30 PM – 4:30 PM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

4:30 PM – 5:30 PM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

5:30 PM – 6:30 PM **Grand Foyer**
Exhibitor Reception with the EACE President

A highlight of EACE Conference 2015 is this annual gathering of exhibitors at the Exhibitor Reception. Join EACE president and the rest of the conference committee as they express appreciation to these companies for bringing scores of new products and creative tools to the conference's attention. Don't forget your passport!

Use your green colored drink tickets for tonight. See you on the town later!

WEDNESDAY Jun. 17, 2015 *Continued*

6:30 PM – 8:00 PM
Dine for a Cause/Dinner on Your Own

THURSDAY Jun. 18, 2015

7:00 AM – 5:00 PM **Grand Foyer**
Registration Open

8:15 AM – 9:00 AM **Grand Ballroom**
Breakfast

Sponsored by University of Pittsburgh

8:30 AM – 9:00 AM **Grand Ballroom**
Business Meeting

Join the EACE Board of Directors to review the association's financials, accomplishments, and goals for the future. The Board invites all conference attendees and EACE members to attend.

8:45 AM – 9:15 AM **Salon 1**
Hospitality Suite Open

Sponsored by Vector Marketing

Have you donated your EACE raffle item yet? Bring it to the Hospitality Suite no later than 10:00 AM tomorrow. Raffle will be held Friday at 11:15 AM.

9:15 AM – 10:15 AM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

10:15 AM – 10:45 AM **Salon 1**
Hospitality Suite Open

Have you donated your EACE raffle item yet? Bring it to the Hospitality Suite no later than 10:00 AM tomorrow. Raffle will be held Friday at 11:15 AM.

10:30 AM – 11:30 AM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

11:15 AM – 11:45 AM **Salon 1**
Hospitality Suite Open

Sponsored by Vector Marketing

11:45 AM – 12:45 PM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

12:45 PM – 2:15 PM **Grand Ballroom**
Awards Luncheon

2:30 PM – 3:30 PM **Marquis A, B & C / City Center A**
Concurrent Sessions

College Track Sponsored by Enterprise

Employer Track Sponsored by Hofstra University

3:30 PM – 4:00 PM **Salon 1**
Hospitality Suite Open

Sponsored by Vector Marketing

Have you donated your EACE raffle item yet? Bring it to the Hospitality Suite no later than 10:00 AM tomorrow. Raffle will be held Friday at 11:15 AM.

3:30PM – 4:00 PM **Grand Foyer**
Exhibitor Break

Sponsored by University of Delaware

Schedule at a Glance

THURSDAY Jun. 18, 2015 *Continued*

4:00 PM – 5:00 PM Marquis A, B & C / City Center A
Concurrent Sessions

*College Track Sponsored by Enterprise
Employer Track Sponsored by Hofstra University*

5:30 PM – 8:00 PM
Dinner on Your Own

8:00 PM – 11:00 PM
Entertainment at Uptown: Pittsburgh's Ultimate Rooftop Lounge
Sponsored by Enterprise

Located directly across from Consol Energy Center, Uptown offers an exceptional view of Pittsburgh and great environment for a chance to unwind. Enjoy local Pittsburgh favorite foods, a DJ, and lots of dancing on the dance floor!

FRIDAY Jun. 19, 2015

7:00 AM – 9:00 AM Grand Foyer
Registration Open

8:30 AM – 9:45 AM Grand Ballroom
Breakfast and Speed Learning Sessions

8:30 AM – 9:45 AM Grand Ballroom
Breakfast and Employer Panel (employers only)

FRIDAY Jun. 19, 2015 *Continued*

9:45 AM – 10:00 AM Salon 1
Hospitality Suite Open

Sponsored by Vector Marketing

Last chance to donate your raffle item!! Bring it to the Hospitality Suite by 10:00 AM!

10:00 AM – 11:00 AM Marquis A, B & C / City Center A
Concurrent Sessions

*College Track Sponsored by Enterprise
Employer Track Sponsored by Hofstra University*

11:00 AM – 11:15 AM Salon 1
Hospitality Suite Open

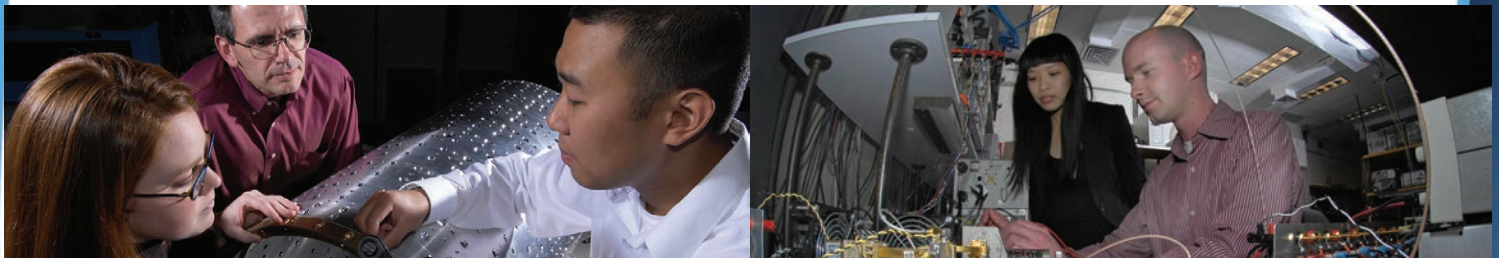
Sponsored by Vector Marketing

Stop by to grab a snack, sign up for an EACE committee, and connect with other conference attendees!

11:15 AM – 12:45 PM Grand Ballroom
Closing Keynote: Rex Huppke
Are You Ready to Work? The Case for Kindness

Chicago Tribune workplace columnist and humor writer Rex Huppke will talk about preparing today's graduates for the working world and identifying the key skills many of them seem to be missing. While sharing anecdotes of odd workplace occurrences and interviews gone awry, Rex will explain how his column's mantra - Be A Decent Human Being - can help young job seekers and employers alike. He will also show a picture of his enormous dog, who may or may not be part cow.

12:30 PM Grand Ballroom & Foyer
Boxed Lunches and Raffle



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In the past two years, Lincoln Laboratory has been awarded eight R&D 100 Awards that recognize the year's 100 most technologically significant innovations. We believe there is no better place for new BS, MS and PhD graduates with technical majors and records of scholastic achievement and campus involvement to build upon their academic success. In addition to rich technical challenges, and opportunities to do work that protects U.S. interests, we offer:

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For more information about MIT Lincoln Laboratory and its recruiting program, please visit www.ll.mit.edu, or contact David Gentes (gentes@ll.mit.edu) or Gary Hackett (hackett@ll.mit.edu). All positions are located in Lexington, MA.

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KeynoteSpeakers

NICKTasler

Internationally acclaimed thought leader and author of *Why Quitters Win* and *The Impulse Factor* Nick Tasler is an internationally acclaimed author and creator of the Think Strategically & Act Decisively team learning system. His behavior change firm, Decision Pulse, has improved the strategic focus and team alignment at the world's top companies ranging from Microsoft and General Electric to Wells Fargo, Symantec, and many more. His books have been translated into multiple foreign languages and are currently sold in more than 30 countries. Nick is also a management columnist for the *Harvard Business Review*, and the Strategic Thinking blogger for *Psychology Today*, as well as a frequent guest lecturer at the Wharton school of business, Nick lives with his wife and three sons in Minneapolis, Minnesota and Fort Myers, Florida.



Nick Tasler is represented exclusively by the BrightSight Group.



REXHuppke

In 2011, veteran Chicago reporter Rex Huppke launched a workplace column in the Chicago Tribune called "I Just Work Here." He had one simple goal: Please his bosses, because it would be highly embarrassing if the I Just Work Here columnist got fired. ("I Used To Work There" just doesn't have the same ring.) He has thus far achieved that goal. His column – a witty but carefully reported weekly discussion of workplace issues – now runs in newspapers across the country. A few months after the column began, Rex jokingly declared himself "America's most-beloved workplace advice columnist." No one ever disputed that title, so Rex sensibly concluded it must be true, making him, if nothing else, an expert on personal branding. His columns have touched on subjects ranging from love among co-workers to the neuroscience behind innovation, from workplace violence to unemployment and the minimum wage.

He launched his career working for the Associated Press in Indiana and was one of ten media witnesses to the 2001 execution of Oklahoma City bomber Timothy McVeigh. In 2003, he joined the staff of the Chicago Tribune, writing about everything from gang violence and inner-city poverty to the glory of competitive arm wrestling and a southern Illinois town famous for its albino squirrels.

In his spare time, Rex writes a nationally syndicated humor column and enjoys spending time with his wife, two kids and 95-pound dog, who may or may not be part cow.

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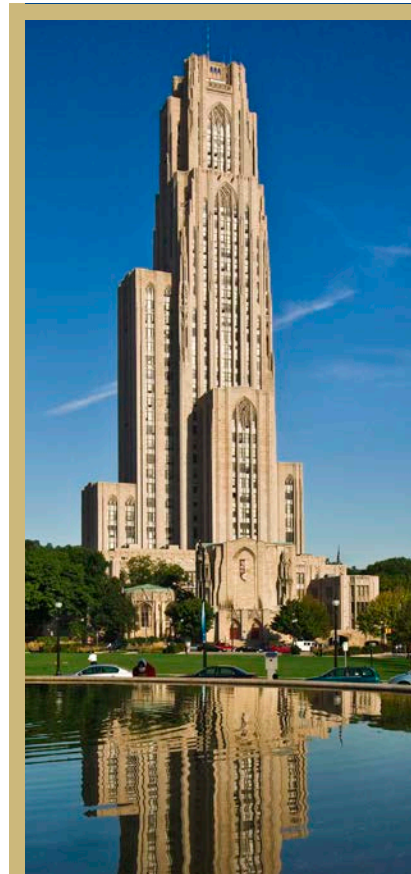
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Concurrent Sessions

All concurrent sessions are coded with the following levels as a recommendation for attendees to select sessions that may be the most relevant to their experience in the field: ▶ **Rookie 0-3 years** ▶ **Team Captain 4-9 years** ▶ **Coach 10+ years**

Coaching Session: These sessions are designed to appeal to director level members, but are open to all interested participants.

W E D N E S D A Y

Employer in Residence - The 21st Century's Answer to Info Sessions – HRCI APPROVED

Wednesday ▶ 3:30pm - 4:30pm Location: **City Center A**

For some employers, career fairs, info sessions and on-campus interviews have been their core recruiting tactics for years. While those options still have value, many recruiters yearn for new, more effective tools. Employers will learn from survey data how Northeastern University's in-person and virtual Employer in Residence offerings build students' familiarity and interest in employers. Conversion of those interactions into job interviews, offers and hires will also be examined.

Level: Employer

Presenter: *Steve Johnson, Associate Director of Employer Relations, Northeastern University*

Building Partnerships Through Job Shadowing

Wednesday ▶ 3:30pm - 4:30pm Location: **Marquis A**

This session will discuss the new one-day job shadowing program launched by George Mason University's Career Service's Office, called Take a Patriot to Work Day, and the successful partnerships the Center was able to build and grow through the program. 10 minutes of the program will focus on the job shadowing program itself and how we designed it. About 20 minutes of the session will discuss the partnerships our office was able to build internally by getting George Mason University faculty and staff involved in the program (ie: faculty members and departments serving as job shadowing hosts, including the Director of Intercollegiate Athletics, the Communications department covering articles on the day, the Alumni Affairs Office and the Development Offices). 20 minutes will focus on the employer relationships we were able to develop through this easy, low commitment opportunity for employers and the positive feedback we received from employers through the post-program assessment. Then about 10 minutes at the end will allow for conference participants to share other best practices they have seen for building university and employer partnerships at their school/office.

Level: Rookie | Team Captain

Presenter: *Quayla Allen, Employer Relations Coordinator, George Mason University*

What's Going on at Rutgers?: Career Clusters in Action

Wednesday ▶ 3:30pm - 4:30pm Location: **Marquis B**

Our profession believes that major doesn't always equal career; however, office structures and practices don't necessarily align with this philosophy. University Career Services at Rutgers University underwent a strategic restructuring that included new positions and units, and realigned resources. As part of this endeavor, the staff implemented a career cluster model to move from a major-centric focus on counseling, programming, academic engagement, employer development, assessment, technology, and marketing to one that is more industry-centric and tailored. The goal was to change our role from generalists to industry experts with a focus on skill development vs. major in the context of an office that works with ALL university students. It also allows for more customized messaging that translates to student action. Participants will leave the program with information on our: staff structure, academic liaison tool kit, virtual enhancements, and adopted employer program including how we performed a position gap analysis.

Level: Rookie | Team Captain | Coach | Coaching Session

Presenter: *William Jones, Director of Operations & Strategic Initiatives, University Career Services, Rutgers University-New Brunswick*

Co-Presenters: *Jennifer Broyles, Director of Career Development & Experiential Education and Janet Jones, Director of Employer Relations, University Career Services, Rutgers University-New Brunswick*

DiscoverU

Wednesday ▶ 3:30pm - 4:30pm

Location: **Marquis C**

Innovation in Program Development Award Winner: The University of Pittsburgh's Office of Career Development and Placement Assistance (CDPA) offers multiple programs as part of the DiscoverU campaign aimed at first-year students exploring career options. CDPA partners closely with Pitt's First Year Experience Office in branding, marketing, and delivering these programs, several which have become a staple of the annual New Student Orientation. DiscoverU Day kicks off this campaign by offering first-year students the opportunity to visit a local employer, graduate program, or community organization for an experiential activity during Orientation week. Students are encouraged to choose a DiscoverU site based on current areas they have considered, allowing them to gain new information and make new contacts. CDPA also offers a Career Exploration Series, a 5-week class designed for students who are undecided and exploring career paths. Students get a chance to experience in a group of peers what they would normally be experiencing in one-on-one sessions. The series includes evaluation of skills, interests and values including the Strong Interest Inventory, Values Sorts, career exploration resources, personal branding, and networking. The series wraps up with action planning, employer visits, and a speaker from the Counseling Center to discuss decision-making and anxiety as common concerns for undecided students.

Level: Rookie

Presenter: *Karin Asher, Associate Director, University of Pittsburgh*

Changing the Game: What You Should Know About Engaging Student-Athletes in the Career Development Process – NBCC APPROVED

Wednesday ▶ 4:30pm - 5:30pm

Location: **City Center A**

One of the National Collegiate Athletic Association's most popular and powerful advertising campaigns states that there are over 400,000 student-athletes, and most of them will go pro in something other than sports. As this is the case, what is being done to prepare them for life after sports? In this session, the presenter will share key information and research data as it pertains to the literature on student-athletes and their career development. Additionally, there will be a discussion of how this research can be utilized by career counseling practitioners in their work with student-athletes. Finally, this session will highlight some best practices from various college and university career centers throughout the country.

Level: Rookie | Team Captain

Presenter: *Walter Tarver, Director, Career Center, Stockton University*

Demystifying Data: Telling an Effective Digital Story Through Data and Visuals

Wednesday ▶ 4:30pm - 5:30pm

Location: **Marquis A**

Does assessment make you cringe? Don't let it. Data is a powerful tool and can help career centers prove their value, showcase student success, advocate for greater resources, and build strong relationships with stakeholders. In the 21st century, public relations, marketing, and assessment will continue to merge for career services professionals. In this session, learn how to tell your digital story and leave a lasting impact. From Infographics to videos and social media, Universities are continuously pressured to prove the value of higher education through post-graduate student success. Strategic data collection requires campus-wide awareness and support. To build partnerships with academic stakeholders, George Mason University Career Services provides each dean with a set of personalized Infographics and crafts digital stories of student success. Each infographic and video tells a tailored story and helps to spark a culture of career readiness across campus. This session will cover some best practices in combining assessment with communications strategies to gain awareness, increase student engagement, and foster stakeholder support. To demystify data, learn how to tell your story.

Level: Rookie | Team Captain | Coach | Coaching Session

Presenter: *Jennifer Pollard, Assistant Director, Trends, Assessment & Marketing, George Mason University*

Concurrent Sessions

College Engagement Internship Program: Building and Enhancing A Paid Comprehensive Internship Program for Undergraduate Students within Administrative and Academic Campus Offices

Wednesday ▶ 4:30pm - 5:30pm

Location: Marquis B

This session will begin with a video encompassing the college intern program. A description will also be provided of the program's history (in its 3rd year), funding, coordination under the Career Center, selection, reflections and evaluation components. Lastly, a 3 minute video will be shared describing the program with an instagram summary.

Level: Rookie | Team Captain

Presenter: Deb Kelly, Director, The College of New Jersey

Co-Presenter: James Chambers, Associate Director, The College of New Jersey

Stop the Boredom Now!: Engaging Students in Your Company Culture Through Interactive Events – HRCI APPROVED

Wednesday ▶ 4:30pm - 5:30pm

Location: Marquis C

The students are tired of the "traditional" presentations. STOP THE BOREDOM NOW! We've listened to our recruits and we will share with you how we responded. We will cover 3 areas: 1. Why is Engagement Important 2. Identify Your Opportunity for Engagement 3. Integrate Interaction into Your Events. What more can you ask for? Find out how Johnson & Johnson has used the feedback that they've received for their recruits to team up with Rave Seminars to make sure they are responding appropriately to the "needs" of the students.

Level: Employer

Presenter: Dia Harris, Sr. University Relations Specialist, Johnson & Johnson

Co-Presenter: Nicole Thomas, President, Rave! Seminars

T H U R S D A Y

Networking Styles: Coaching Your Students to Network Using Their Strengths – NBCC APPROVED

Thursday ▶ 9:15am - 10:15am

Location: City Center A

Networking is essential, but can be intimidating for many. We emphasize the importance of networking, but students struggle to understand how they can network in a manner that suits them best and feels authentic. While it is common for us to discuss styles when addressing career decision-making and interests, we have not generally focused on personal styles and differences in the important task of networking. In this session, participants will learn how to apply "networking styles" based on the book Strengths Based Leadership to their counseling and group work with students. Through shared activities, attendees will learn their own networking styles and develop a networking action plan. They will also come away with a questionnaire and "networking action plan" worksheet for use with students.

Level: Rookie | Team Captain

Presenter: Nayelli Perez, Assistant Director, Hofstra University - The Career Center

Case Study of a Career MOOC

Thursday ▶ 9:15am - 10:15am

Location: Marquis A

MOOCs have been making headlines and are typically designed to deliver university learning online, as well as to reach large numbers of participants from across the globe. Stevenson University wanted to develop a Career Architecture MOOC with the intent of sharing our model with career practitioners around the world and to have practitioners consider how certain components of the model might be applicable to their own populations. We also wanted to explore the technology for distance learning and to hear what our colleagues were doing in their own organizations. We will share the journey of content and delivery development, a glimpse of the modules, feedback from participants, and how we are considering modifying the content for our online students in the School of Graduate and Professional Studies.

Level: Rookie | Team Captain | Coach | Coaching Session

Presenter: Anne Scholl-Fielder, Vice President, Career Services, Stevenson University

Co-Presenter: Sara Jaques, Industry Specialist, School of Business, Stevenson University

Strengthening Relationships between Universities and Communities: A Case Study of a Collaborative Project to Develop Soft Skills in College Students

Thursday ▶ 9:15am - 10:15am

Location: Marquis B

Presentation on a collaborative project initiated and developed between Binghamton University, Cornell University, Oswego University and University at Buffalo. The group connected on a common mission to better prepare our students for employers in the roles of internship, co-op and permanent employment. Because employers have identified the need for soft skills for new graduates, this group came together to develop online course modules to address these needs. The Professional Skills Preparatory Course for Engineers was developed, implemented and assessed with students at all four campuses. This presentation reflects on the initiative and results.

Level: Rookie | Team Captain | Coach

Presenter: Denise DiRienzo, Director, Center for Experiential Learning, SUNY Oswego

Co-Presenters: Mark Savage, Director, Engineering and Career Services, Cornell University and Lorrie Clemo, Provost and Vice President of Academic Affairs, SUNY Oswego

Beyond Brainstorming: Generating More and Better Ideas – HRCI APPROVED

Thursday ▶ 9:15am - 10:15am

Location: Marquis C

Innovation is both a buzz word and a necessity. Management guru Peter Drucker said that all organizations must prepare for the total abandonment of everything they do. While that extreme position may not apply in full to career services or college recruiting, certainly we need to challenge ourselves to approach our work in ways that solve the problems facing our stakeholders today. In changing times we must always look to be relevant and current. But, change can be difficult, and it is easy to be anchored in our existing perspectives. Both career services professionals and recruiters could find that they need new tools to provide the re-framing needed to generate novel ideas. In this highly interactive session participants will learn new techniques for generating ideas that move beyond the typical brainstorming session. We will discuss challenges and roadblocks to generating ideas and will explore methods of moving past those hurdles. The presentation will introduce participants to a variety of formal (yet fun and productive) structures generating ideas in a group or individual setting. This session is appropriate for professionals of all levels in both career services and college recruiting, as these approaches can be useful in a wide variety of settings.

Level: Team Captain | Coach | Employer

Presenter: Gary Miller, Executive Director, Hofstra University

Co-Presenter: Amy K. Smith, Assistant Director, Hofstra University

The Advancement Advantage: Partnerships that Produce Outcomes

Thursday ▶ 10:30am - 11:30am

Location: City Center A

This session will equip attendees with essential techniques for building productive relationships with Advancement Officers that create value for students, alumni, donors, parents, the Career Center and the University. Starting with effective relationship building and management techniques, such as communicating and honoring expectations, educating stakeholders and listening to needs and taking action, the session will highlight how these and other practices led to successful programmatic and relationship outcomes that support strategic initiatives at Saint Joseph's University. By engaging in the process of exploring what makes this partnership successful, attendees will have a foundation for self-exploration as they analyze their current relationship with Advancement. Attendees will then have time to identify areas of opportunity within their overall Advancement strategy. Attendees can expect to engage through text polls and reflection, and learn through use of Prezi and videos that will share the Advancement, Career Center and Student perspectives.

Level: Team Captain | Coach | Coaching Session

Presenter: Jennifer Rossi, Assistant Director for Employer Relations, Saint Joseph's University

Concurrent Sessions

LGBT Career Services: Partnering With Students and Employers to Offer Relevant Programming

– HRCI APPROVED

Thursday ▶ 10:30am - 11:30am

Location: Marquis A

In partnering with our LGBT student organization, the office of Career Development and Placement Assistance has gained valuable insight into LGBT student engagement with career services. We have found that often times, our traditional career programs simply do not answer some of the most pressing questions this community of students has. In continuing conversations with these students and working with self-identified LGBT professionals, and by utilizing some of the tools and practices developed by other key institutions, we have been able to offer programs and resources that not only address specific questions and challenges of this population, but also build bridges with students who may not otherwise choose to utilize the career services provided by our office. This session will discuss how partnering with said student groups and self-identified LGBT professionals to develop career programs for the LGBT population has increased student buy-in in such initiatives while also opening the door to more engagement from LGBT students in other career services at our institution. Additionally, suggestions and feedback will be provided from our student and professional interaction on what employers can do to be more LGBT friendly in their recruitment and hiring, and to present themselves as such to students. Particular attention will be given to the “T” or transgender students. Participants will have an opportunity to share programs occurring on their campuses, as well as particular challenges faced in working with their LGBT student populations.

Level: Rookie | Employer

Presenter: James Fabrizio, Internship Associate, University of Pittsburgh

Getting Butts in the Seats: Maximizing Marketing to Yield Results

Thursday ▶ 10:30am - 11:30am

Location: Marquis B

#RUCompeting? In our field it is easy to fall into the trap of increasing the number of programs coordinated in order to increase the number of student contacts each year. However, what happens when the ratio of student participation to number of programs does not grow? The common answer might be to add more programs next year (insert definition of insanity)! Learn how University Career Services at Rutgers University-New Brunswick decreased the amount of programs coordinated by 6% while increasing overall student turnout by 21%. In this session we will discuss how our staff: 1) initiated a collaborative approach to structuring our programing and services while utilizing data in the process; 2) actually ensured students showed up to the programs they registered for; 3) maximized our brand across campus; and 4) implemented a feedback loop all designed to help us “get butts in the seats!”

Level: Team Captain

Presenter: Melissa Blake, Asst. Dir. for Public Relations & Marketing, University Career Services, Rutgers University-New Brunswick

Co-Presenter: William Jones, Director of Operations & Strategic Initiatives, University Career Services, Rutgers University-New Brunswick

The Introverts Have It: Identifying and Leveraging the Strengths of Introverts for Career Success

– NBCC APPROVED

Thursday ▶ 10:30am - 11:30am

Location: Marquis C

Introverts bring many natural talents and important skills to the workforce, yet working with those students/clients can be quite challenging for practitioners. This session will reveal some of the abilities and styles that introverts possess, and through discussion and activities we will explore some strategies counselors can use to help those clients understand, embrace and apply these strengths throughout all stages of their career and professional development. With time permitting, we will also explore and discuss how Introverted practitioners can keep themselves fresh and energized in their extraverted work.

Level: Rookie | Team Captain | Coach

Presenter: Michael Wisniewski, Director, Career Development, Salve Regina University

Co-Presenter: James Westhoff, Director, Career Services, Husson University

Twitter and LinkedIn: The Tom and Dick Smothers of Social Media

Thursday ▶ 11:45am - 12:45am

Location: City Center A

Ask most career services professionals what social media sites their students should be on for professional networking, and almost all will say LinkedIn. Some will say Twitter. Most people regard Twitter as a place where self-absorbed people post their daily minutia, like what I had for lunch today (tuna salad, in case anyone's wondering). If you remember the old TV duo, The Smothers Brothers, you remember Dick as the intelligent, serious, and articulate one, and Tommy was scattered and foolish. But, together, magic happened. One of them alone could not pull off the successful act they had, and similarly, LinkedIn and Twitter complement each other. In this presentation, I'll focus mostly on Twitter, but will also provide examples of how Twitter and LinkedIn complement each other in one's networking arsenal. I'll show how the nature of Twitter as an open, free spirit can really open doors in the realm of professional networking. I will demonstrate how to use Twitter and LinkedIn as synergistic partners to be truly SOCIAL on social media, enabling professionals to expand their networks. (See College Students: Twitter is a Professional Networking Site Really! at <http://richcareer.net/twitter-networking/>)

Level: Team Captain

Presenter: Richard Grant, Instructor, Peak Careers

The Director's Forum

Thursday ▶ 11:45am - 12:45am

Location: Marquis A

This interactive discussion allows Directors, Executive Directors and VPs to have confidential conversations about the challenges facing career services leadership in a time of scrutiny, accountability and deliverables. The audience decides on the topics and the facilitator ensures each participant has equal opportunity to speak.

Level: Coach | DIRECTOR'S ONLY

Presenter: Robbin Beauchamp, Director, Wentworth Institute of Technology

Empowering Students With Disabilities: Building a Bridge to Employment – HRCI APPROVED

Thursday ▶ 11:45am - 12:45am

Location: Marquis B

This session will focus on a unique university's approach to working with its student population, all of whom have at least one disability, deafness, to prepare them for the world of work. Gallaudet University's Career Center has implemented a required Career Development course taught by its professional staff in which students learn resume writing, how to search for internships and jobs, networking and interview skills as well as how to advocate for themselves and request appropriate/reasonable accommodations in an employment setting. This focus on advocacy leads to enhanced work performance and improved communication with supervisors/employers and coworkers. Participants will learn how the provision of disability awareness workshops to employers has increased our student internships in the public and private sectors, as well as contributed to increased understanding and acceptance of individuals with disabilities. There will also be opportunity for discussion of how the Americans with Disabilities Act (ADA) and other federal mandates have opened the door for individuals with disabilities. At the end of this session, employers will better understand issues and resources related to the recruitment, hiring, promotion, and retention of individuals with disabilities. Participants will recognize how the provision of accommodations in the workplace gives individuals with disabilities a competitive edge. Career Center professionals will also learn the importance of working closely with their disability services offices on campus to better connect employers with students with disabilities.

Level: Team Captain | Employer

Presenter: Karen Cook, Career Center Director, Gallaudet University

Co-Presenters: Anjali Desai-Margolin, Career Consultant, Gallaudet University

Concurrent Sessions

Taking It to a New Level: Experiential Learning as a Graduation Requirement

Thursday ▶ 11:45am - 12:45am

Location: Marquis C

As research has shown, experiential learning - in many forms - has great potential to enhance the student learning experience, help students explore career and vocational interests, and contribute to equipping students for life after graduation. In this session, you will learn how one college responded to an institutional strategic charge to develop an experiential learning requirement for all undergraduate students. At Messiah College, the Experiential Learning Initiative (ELI) is more than students checking off a box, however. Through a broad collaborative effort, this requirement has been designed in such a way as to help students intentionally reflect on and articulate the personal and professional outcomes of this experience.

Level: Rookie | Team Captain | Coach

Presenter: *Christy Hanson, Director, Messiah College Career & Professional Development Center*

Work Visa Options for Foreign Graduates: A Complex Topic Made Easy – HRCI APPROVED

Thursday ▶ 2:30pm - 3:30pm

Location: City Center A

Employers and career services offices are often confused about the work visa options available to foreign students after they graduate from US universities. This session will provide practical information about the most common work visa options, including Optional Practical Training and the H1B visa. Topics will include costs of the process, timing and the H1B quota. There will be plenty of time for questions and answers.

Level: Team Captain | Employer

Presenter: *Mark Rhoads, Immigration Attorney, McCandlish Holton*

All Hands on Deck: Implementing an Integrated Approach to Career Development Campus Wide to Promote Student Success

Thursday ▶ 2:30pm - 3:30pm

Location: Marquis A

Are you seeking to revamp your career center model or increase your office's reach on campus? By sharing the newly revamped integrated career development model implemented at the University of Baltimore, participants will learn how to engage everyone on campus in a focused "career conversation" including senior leadership and faculty. The presenters will explore key steps to engage an entire campus in career development. Participants will leave with a clear picture of the energy, effort and resources needed to launch an integrated "all hands on deck" approach in addition to strategies for overcoming obstacles and barriers.

Level: Team Captain | Coach | Coaching Session

Presenter: *Lakeisha Mathews, Director, University of Baltimore*

Co-Presenter: *Charles Jennings, Associate Director, University of Baltimore*

How to Build a Sustainable Global Internship Program

Thursday ▶ 2:30pm - 3:30pm

Location: Marquis B

Over the past 14 years, Yale's International Internship program has seen many changes. In this session, we will talk about best practices for building and sustaining a successful program. Institutions who are considering a program will find this information helpful along with institutions who currently run a program. Our program has grown to over 30 locations around the world, with some locations offering coordinated housing to students. We will share what we believe to be most effective because of the lessons that we have learned along the way.

Level: Rookie | Team Captain | Coach

Presenter: *Ken Koopmans, Deputy Director, Yale University*

Co-Presenter: *Robyn Acampora, Associate Director, Yale University*

Diversity Recruiting 101: National Trends and Campus Climate

Thursday ▶ 2:30pm - 3:30pm

Location: Marquis C

This workshop provides a chance for schools and employers to participate as both active learners and educators regarding (1) macro level trends and issues that affect ALANA student entry to careers and (2) micro level examples of how these challenges "play out" on campuses throughout the U.S. Exploring and discussing these macro and micro level issues in tandem will enhance our collective understanding of students' needs, and will also build a stronger awareness of why schools and employers need to adopt new approaches for supporting and engaging ALANA students in the personal and professional development.

Level: Rookie | Team Captain | Coach

Presenter: *Cary Weir Lytle, Associate Director of Employer Relations, Brandeis University*

The Pitt Internship Guarantee: Managing and Marketing an Institution's Promise

Thursday ▶ 4:00pm - 5:00pm

Location: City Center A

The University of Pittsburgh launched an Internship Guarantee for undergraduates in 2012. Learn how the Office of Career Development and Placement Assistance developed and implemented a provost-approved program which guarantees experiential learning in order to enhance student employability by broadly expanding access to internships, research, etc. Find out how they market the Internship Guarantee to students, parents, recruiters and alumni which led to an increase in student participation by over 300% in one year. Develop an understanding of the challenges of data collection and reporting while serving as the institution's clearinghouse for all internship information. Explore how they develop new internship opportunities by building relationships with outside organizations that have strong existing connections to the University. Examine a case study where the career office's responsibility to serve students becomes a challenge when host organization policies and academic regulations conflict.

Level: Team Captain

Presenter: *Cheryl Finlay, Director, University of Pittsburgh, Career Development & Placement Assistance*

Co-Presenter: *Alyson Kavalukas, Internship Coordinator, University of Pittsburgh, Career Development & Placement Assistance*

Holistic and Mindfulness Practices: Integrating Creative Approaches into Career Advising – NBCC APPROVED

Thursday ▶ 4:00pm - 5:00pm

Location: Marquis A

Are you looking for new and creative ways of working with your students and alumni? Have you noticed the rise of, as Time magazine puts it, "The Mindful Revolution". During this workshop you will get a chance to practice some new tools on yourself as you gain mindfulness-based and creative techniques to use during your career counseling / advising sessions. Topics will include: "Bulls Eye Exercise" an insightful and comprehensive tool for career and job decision making, especially helpful for when you are torn between two options. "Visualization Exercises" pro athletes use visualization techniques to imagine their performance in a game or event, before it happens. Interview candidates can tap this cool technique too. "Face Your Fear, Free Your Energy (in the Job Search)" explore your worst case scenario and face those fears, as a means to getting unstuck and freeing up that energy that is being wasted on worry. "The Power of Positive Thinking & Developing Affirmations" gratitude journals, affirmations and setting intentions can help when you are feeling a lack of hope, or just want a powerful boost for your job/internship search. This session has been taught both to other career counselors as well as in a workshop form for students themselves. The workshop, for students, is called "Mindful Approaches to Your Job Search".

Level: Team Captain

Presenter: *Sabrina Woods, Associate Director Career Development, Northeastern University*

Concurrent Sessions

Dimensions of Diversity: Building a Comprehensive Diversity Recruiting Strategy – HRCI APPROVED

Thursday ▶ 4:00pm - 5:00pm

Location: Marquis B

Organizational diversity was born from a focus on compliance and has evolved to focus on inclusion. In a similar fashion, approaches to diversity recruiting have evolved to keep pace with the ever-changing recruitment landscape. In this session we will explore four dimensions of comprehensive diversity recruiting strategies that will enhance your efforts today and lead you into the future.

Level: Employer

Presenter: *Adrienne Alberts, Principal, Alberts Consulting*

Achieving a High Destination Knowledge Rate

Thursday ▶ 4:00pm - 5:00pm

Location: Marquis C

In response to the growing pressure to deliver metrics supporting programs and their academic mission, universities now more than ever are being held accountable by their stakeholders, including students, parents, and the government. For career offices, this means greater attention on post-graduate outcomes. Garnering a significant knowledge rate of student outcomes becomes more challenging when the institution lacks a mandatory process. Career offices can take advantage of resources and opportunities already aligned with their students' senior-year experience to boost their knowledge rate. This session will focus on identifying the appropriate partners and moments in time to easily collect information from students. Session attendees will also learn to brand and market the collection process to students in a way that motivates participation. Through this process Wake Forest! University exceeded a knowledge rate of 77% for the past two years.

Level: Rookie | Team Captain | Coach | Coaching Session

Presenter: *DeeDe Pickney, Assistant Director of Marketing and Communication, Wake Forest University - Office of Personal and Career Development*

Advancement - Your Partner in Recruiting

Friday ▶ 10:00am - 11:00am

Location: Marquis A

Beyond student advising, the goals of the Career Center and Advancement/Development Office align more than they differ. Career Centers need and want to connect with alumni as potential employers, coaches, and ambassadors for their students. Advancement wants to engage alumni with the ultimate goal of having them give back to their alma mater – with wisdom and wealth. When Advancement introduces you to “warm prospects” that want to engage with students, the benefits to the Career Center can be significant. And when Career Centers connect a potential donor to students, the alum has a positive experience with their Alma Mater being asked to give money. Working with Advancement is an excellent way to leverage your time and increase the impact of your efforts. This session will discuss how to build and benefit from long-term partnerships with Advancement. And since these collaborations are not without challenges, we'll discuss how to overcome the challenges by tapping into our strengths. Well-developed relationships built on trust between Career Centers and Advancement are essential to everyone's success.

Level: Rookie | Team Captain | Coach | Coaching Session

Presenter: *Christopher Di Fronzo, Director of Tufts Finance Initiative, Tufts University*

Co-Presenter: *Jean Papalia, Director of Career Center, Tufts University*

The Best Marketing for Your Campus Programs Can Be FREE – HRCI APPROVED

Friday ▶ 10:00am - 11:00am

Location: Marquis B

“Campus Ambassadors” have been our most effective, and lowest cost, initiative for campus recruiting. By selecting, interviewing, and training former interns, UPMC has been able to grow our candidate pool by 60%. In addition, these folks are incredibly engaged and stay in touch with us about their own employment.

Level: Employer

Presenter: *Pamela Arroyo, Program Director, UPMC*

International Students in Liberal Arts Programs: Best Practices in Career Counseling for Our Growing Global Population of Students – NBCC APPROVED

Friday ▶ 10:00am - 11:00am

Location: Marquis C

International students pursuing the liberal arts face an uphill battle in the U.S. job market. They may lack the work experience or language skills of their US born peers, as well as the hard technical skills of their STEM classmates. Likewise, employers are reluctant to hire international students for a 1 year OPT-sponsored position, and even less likely to sponsor them for a 6 year H1B visa. Despite the employment challenges facing this population, the number of international students pursuing the liberal arts continues to increase at many institutions. How can we best serve this population as career counselors? And how can we advocate and encourage our employer partners to consider and hire this talented and diverse population of students? Linnea Basu, an Asst. Co-op Coordinator at Northeastern University, will present best practices on coaching international students through resume writing, interviews, networking and landing Co-ops and full-time employment. This session will help career counselors better coach and position international students in a competitive U.S. job market.

Level: Rookie | Team Captain

Presenter: *Linnea Basu, Asst Co-op Coordinator, Northeastern University*

F R I D A Y

Unlock the Potential of Your Center's Social Media Policy

Friday ▶ 10:00am - 11:00am

Location: City Center A

Someone's job is to post, tweet, reblog and figure out which filter is right for the next Instagram. It might even be five people's job. Social media is a staple for many career centers by this point. However, policies and protocols might not be in place and if they are, they may not offer as much consistency, direction and improvement to brand quality as they could. Learn how to draft, refine and execute a successful social media policy that will not only define your center's social media efforts, but bolster your center's mission overall!

Level: Rookie | Team Captain | Coach

Presenter: *Michelle Lopez-Mullins, PRM Coordinator, University Career Center, University of Maryland, College Park*



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Exhibitors

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Washington, DC ▶ Friday | May 8 | 9 AM - 1 PM

SiriusDecisions ▶

Waltham, MA ▶ Tuesday | June 9 | 10 AM - 12 PM

HubSpot

Cambridge, MA ▶ Tuesday | June 9 | 1 PM - 4 PM

Eastern Bank

Lynn, MA ▶ Wednesday | June 10 | 10 AM - 1 PM

Kayak

Cambridge, MA ▶ Wednesday | June 10 | 12 PM - 4 PM

Fidelity Investments

Merrimack, NH ▶ Thursday | June 11 | 11 AM - 12:30 PM

i+iconUSA

Pittsburgh, PA ▶ Tuesday | June 16 | 11 AM - 2 PM

University of Pittsburgh Medical Center

Pittsburgh, PA ▶ Tuesday | June 16 | 11:30 AM - 2 PM

DICK'S Sporting Goods

Coraopolis, PA ▶ Tuesday | June 16 | 1 PM - 3 PM

Crayola

Easton, PA ▶ Thursday | June 25 | 9 AM - 12 PM

Dun & Bradstreet Corporation

Center Valley, PA ▶ Friday | June 26 | 10 AM - 2 PM

General Dynamics IT

Towson, MD ▶ Monday | June 29 | 10 AM - 12 PM

Bankers Life and Casualty

Timonium, MD ▶ Monday | June 29 | 2 PM - 3:30 PM

Wells Fargo

Baltimore, MD ▶ Tuesday | June 30 | 10 AM - 12 PM

General Electric

Schenectady, NY ▶ Wednesday | July 1 | 1 PM - 5 PM

SiriusDecisions

Wilton, CT ▶ Tuesday | July 7 | 10 AM - 12 PM

iCIMS

Matawan, NJ ▶ Tuesday | July 7 | 1 PM - 4 PM

Google, Inc.

New York, NY ▶ Wednesday | July 8 | 10 AM - 3 PM

Bookjobs/Association of American Publishers

New York, NY ▶ Wednesday | July 8 | 9:30 AM - 11:30 AM

Teach for America

New York, NY ▶ Thursday | July 9 | 9:30 AM - 12 PM

Mars, Inc.

Hackettstown, NJ ▶ Thursday | July 9 | 9 AM - 11 AM

AOL, Inc.

New York, NY ▶ Thursday | July 9 | 2 PM - 3:30 PM

Federal Bureau of Investigation

New York, NY ▶ Friday | July 10 | 10 AM - 12 PM

NBCUniversal

New York, NY ▶ Friday | July 10 | 3 PM - 5 PM

Enstitute

Washington, DC ▶ Monday | July 13 | 10 AM - 12 PM

Northrop Grumman

McLean, VA ▶ Monday | July 13 | 10 AM - 12 PM

The Bowdoin Group

Waltham, MA ▶ Tuesday | July 14 | 9 AM - 1 PM

Federal Bureau of Investigation

Washington, DC ▶ Wednesday | July 15 | 9 AM - 3 PM

American Red Cross (National HQ)

Washington, DC ▶ Thursday | July 16 | 9 AM - 12 PM

Vanguard

Malvern, PA ▶ Tuesday | July 21 | 10 AM - 12 PM

Viacom

New York, NY ▶ Wednesday | July 22 | 9:30 AM - 11 AM

Buzzfeed

New York, NY ▶ Wednesday | July 22 | 2 PM - 3:30 PM

Guardian Life Insurance

Pittsfield, MA ▶ Tuesday | July 28 | 9 AM - 12 PM

EACE Committees

Conference Committee Co-Chairs

Samantha Camoni Hof, Philadelphia University
Lakeisha Mathews, University of Baltimore

Site

Erin Bridgen, Carlow University

Pre-Conference

Sara Jaques, Stevenson University
Melissa Burgess, Cabrini University

Programs

Kate Juhl, University of Maryland - College Park
Ashley Rowe, West Chester University
of Pennsylvania

Entertainment

Quayla C. Allen, George Mason University
Sarah Mailey, Vector Marketing

Exhibitors

Tammy Manko, Indiana University of Pennsylvania
(stand in)
Kristian McCloud, University of Pittsburgh

Public Relations

Jami Klingensmith, Washington & Jefferson College
Gerald Tang, Columbia University

Hospitality/Technology/Newcomers

Erica Clarke, Pennsylvania State University,
Greater Allegheny Campus
Michelle Jones, Johns Hopkins University

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Ann Martin, University of Maryland
University College

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Noah Simon, University at Albany- SUNY

Website

Amanda Bolinsky, EACE HQ
Becca Stinner, EACE HQ

EACE needs you! Whether you have lots of time or a little, want to play a major role or take on one brief assignment, please consider sharing your talents. We need people to work on programs, annual conference, PR, diversity issues, awards, mentoring, technology... and more. Committee sign-up sheets will be available at the conference.

Join a Committee Today!

- Annual Conference
- Awards/Research & Grants
- Bridges
- Diversity & Inclusion
- Long Range Planning
- Membership
- Nominating
- Professional Connections
- Professional Development
- Professional Exchange
- Public Relations
- Road Trips to the Real World
- Sponsorship
- Technology

The Eastern Association of Colleges and Employers (EACE) is a volunteer organization made up of various committees. EACE Committees help advance and support the association's mission. They contribute to the success of the organization by providing major professional development opportunities; creating web-based resources and services; generating communication throughout the association; and engaging in activities aimed at maintaining and expanding membership, promoting diversity and developing leaders. It is through the activities of these committees that EACE members' share their expertise and knowledge in order to enhance the overall effectiveness of our professional community.



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