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ON THE EACE BOARDWALK

May 29-31

2013 EACE Annual Conference
Revel • Atlantic City, New Jersey

Get the **MOST** from Your **EACE 2013 Annual Conference** **EXPERIENCE!**

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For attendees, the EACE conference app provides easy-to-use interactive capabilities to enhance their event experience:

- The Dashboard keeps you organized with up-to-the-minute info
- App keeps all conference information in one place
- Alerts allow attendees to receive important real-time communications from the conference organizer
- Built-in Twitter feed to follow and join in on the conference chatter
- Sync your schedule across multiple devices
- Attendees can locate exhibitors they want to visit
- Connect, message and share schedules with your colleagues through the Friends feature

MESSAGE FROM THE PRESIDENT



Dear EACE Colleagues:

Welcome to Atlantic City and the 2013 EACE Conference! The conference committee did an amazing job building a robust schedule. With over 40 concurrent sessions, there is something for everyone. This year particular attention was paid to ensure that content was available for employer and senior career services attendees. There are opportunities to network and speak about the things that are most important to you in one of the four roundtables on the schedule; and if you want to quickly learn about programs and best practices happening throughout the region, you should participate in one of the nearly 20 speed learning sessions.

Professional development and networking are the primary reasons individuals attend the conference, but there is always room for a little fun!!! Fun is certainly on tap for our time in Atlantic City!! The Revel hotel is designed for enjoyment with 9 restaurants, 3 venues for evening entertainment, and a resort spa all on property. The entertainment committee has ensured your enjoyment with an 80's party that will remind you of your old favorites while at the same time exposing you to new colleagues.

And as we think of new colleagues, let me be the first to welcome our newcomers to the conference. We are delighted to have you with us this year. One of the hallmarks of the EACE experience is the opportunity to connect with colleagues in an environment that feels familiar, accessible, and engaging. I hope you experience that and more over the next few days. And please make a point to say hello to me and the other members of the EACE Board. We want to get to know you and learn about your experience at the conference.

In addition to our newcomers, I am excited that each of you made the choice to attend the conference. While the committee works to plan an educational and enjoyable experience, it doesn't mean anything if attendees aren't on hand to experience it. Your participation brings the conference to life and enriches learning for all. I am happy to be with you to experience the conference with enhanced programming and for our first time in Atlantic City. I hope you catch me learning, laughing, and sharing my experiences with conference attendees and I hope to catch you doing the same!

All the best!

A handwritten signature in black ink that reads "Adrienne Alberts". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Adrienne Alberts
President, EACE

MESSAGE FROM THE CHAIRS

Welcome to Atlantic City!

The conference planning team has been hard at work to bring you the 2013 EACE Annual Conference. The committee listened to your feedback to bring some new features to this year's conference, more networking opportunities and in-depth programming for everyone. We hope you take advantage of all the conference has to offer over the next couple days, including:

- Diverse pre-conference programming for employers and college attendees.
- EACE Community Service - Give back by donating lightly used professional clothing, giving your time to NJ One-Stop or participating in our raffle for a worthy cause!
- Hear a dynamic keynote speaker discuss social media and a closing panel of experts discussing the future of career services and college recruiting.
- Diverse options for concurrent sessions with options for experienced professionals and employers during each time slot
- Wonderful Exhibitor Showcases – don't forget to stop by to see all of them.
- Enjoy cocktails with exhibitors and the EACE President
- Go back to the 80s with the Ade's 80's party Thursday evening
- Don't forget to enter for your chance to pick-up a parting gift at the ever-entertaining raffle

A special thanks to our generous sponsors! Their donations provide further conference enhancements such as conference bags, receptions and scholarships. Last but not least we would like to extend a heartfelt thanks to the 2013 conference committee. Without their hard work, dedication, and continued commitment this conference would not have been possible.

Enjoy the conference and all that Atlantic City has to offer!

Ayanna Wilcher and Jill Milon
EACE 2013 Conference Committee Chairs



SCHEDULE AT A GLANCE

TUESDAY MAY 28

Community Service

Give back with EACE! Gently used professional clothing and accessories will be donated to NJ One Stop. Please drop off your items at Registration. Buy a raffle ticket or two! Take a chance on an Amazon Kindle and other exciting items. All proceeds to be donated to Habitat for Humanity and Cure NF (Neurofibromatosis); a genetic disorder that Jack Burke, young son of Jake Burke, a long-time EACE member, is currently battling. Jake started his career in Career Services at UMASS Lowell and is most recently with InterviewStream as the VP of Employer Sales. To learn more, check out Jake and Jack's website at www.curenfwithjack.com.

Meet in the Revel Lobby at 9:30 A.M.

Community Service

Community Service/Career Assistance at NJ One Stop
(Previous registration required.)

Transportation to and from the site is provided.

NJ One Stop is a community agency providing individuals with assistance to develop the skills needed to succeed in a 21st century work environment. Volunteers will staff breakout tables assisting in the areas of Resume Writing, Interviewing Skills, Networking & Social Media, and Job Search Strategies.

WEDNESDAY MAY 29

7:30 AM – 5:00 PM **Location: Registration Table**
Registration Opens

8:00 AM – 12:30 AM **Location: Tank 3 & 4**
Pre-Conference Workshops

Breakfast for Preconference attendees begins at 8:00 AM

11:45 AM – 12:45 PM **Location: Ocean G & H**
Newcomer/Pre-Conference/Board Lunch

First year attending the EACE annual conference? Welcome! Join other newcomers and the EACE Board of Directors and get to know each other in a fun, relaxed environment. Hear from the EACE President and learn how to make the most out of the conference.

1:00 PM – 2:15 PM **Location: Ocean A, B, C, & D**
Welcome & Keynote Address

John Hill, LinkedIn

LinkedIn 101 - Developing Your LinkedIn
Presence for Career/Professional Success

2:15 PM – 5:15 PM **Location: Tank 5 & 6**
Hospitality Suite

Stop in the Hospitality Suite to meet volunteers representing many different colleges and universities. Pick up a bottle of water, snacks (including some local flare), and other necessities to make your conference experience a success. Also, learn more about using Twitter to tweet about conference sessions and watch the live conference Twitter feed. It's a friendly place – stop in and say hello!

2:30 PM – 3:30 PM **Location: Tank 1,2,3,4 & Ocean E**
Concurrent Sessions

3:30 PM – 4:00 PM **Location: Pre-Function Area**
Exhibitor Break

4:00 PM – 5:00 PM **Location: Tank 1,2,3,4 & Ocean E**
Concurrent Sessions

5:30 PM – 8:00 PM
Dinner (on your own) & Networking

Information about local restaurants can be found in the conference mobile app. Interested in having dinner with some colleagues? Stop by the Hospitality Suite for list of restaurants and sign up for a time to dine with other EACE attendees.

6:30 PM – 8:30 PM **Location: Tank 2**
Dining Etiquette

Pre-registration required

The perfect event for the first night of the conference: you'll have a chance to meet and network with colleagues, enjoy a four-course meal, and pick up some dining etiquette tips.

Business etiquette influences career and job search success for our students and for us. Dining is an essential part of our business culture; you want people to focus on what you bring to the table, not what you're doing at the table. Increase your competence and confidence in your dining etiquette skills to ensure your professional success whether you are the host or guest. Dining with Confidence will be facilitated by Jean Papalia, Director of the Career Center at Tufts University and Principal of A+ Etiquette, a business etiquette company.

THURSDAY MAY 30

7:30 AM – 5:00 PM **Location: Registration Table**
Registration Open

7:30 AM – 8:30 AM
Breakfast & Board 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.

8:40 AM – 12:30 PM **Location: Tank 5 & 6**
Hospitality Suite

Stop in the Hospitality Suite to meet volunteers representing many different colleges and universities. Pick up a bottle of water, snacks (including some local flare), and other necessities to make your conference experience a success. Also, learn more about using Twitter to tweet about conference sessions and watch the live conference Twitter feed. It's a friendly place – stop in and say hello!

8:45 AM – 9:45 AM **Location: Tank 1,2,3,4 & Ocean E**
Concurrent Sessions

10:00 AM – 11:00 AM **Location: Tank 1,2,3,4 & Ocean E**
Concurrent Sessions

11:00 PM – 11:30 PM **Location: Pre-Function Area**
Exhibitor Break

Tweet about the conference! Use #EACE and follow @EACEPR on Twitter.

SCHEDULE AT A GLANCE

THURSDAY MAY 30 *Continued*

1:30 PM – 12:30 PM Location: Tank 1,2,3,4 & Ocean E
Concurrent Sessions

12:45 PM – 1:45 PM Location: Ocean A,B,C,D
Awards Luncheon

Join the EACE Board of Directors for lunch to celebrate this year's awards recipients.

Distinguished Service Award: **Marianne Tramelli**

Outstanding Member Award: **Ayanna Wilcher**

Outstanding Service Award: **Jill Milon**

Rick McLellan Award: **Jahaakira Jacobs**

Ernie Andrews Award: **LaShay Wyatt**

1:40 AM – 4:45 PM Location: Tank 5 & 6
Hospitality Suite

Stop in the Hospitality Suite to meet volunteers representing many different colleges and universities. Pick up a bottle of water, snacks (including some local flare), and other necessities to make your conference experience a success. Also, learn more about using Twitter to tweet about conference sessions and watch the live conference Twitter feed. It's a friendly place – stop in and say hello!

2:00 PM – 3:00 PM Location: Tank 1,2,3,4 & Ocean E
Concurrent Sessions

3:00 PM – 3:30 PM Location: Pre-Function Area
Exhibitor Break

3:30 PM – 4:30 PM Location: Tank 1,2,3,4 & Ocean E
Concurrent Sessions

5:00 PM – 6:00 PM Location: Pre-Function Area
Exhibitor Reception with EACE President

Visit with exhibitors to learn more about their products and services. Check out the conference app for highlights about some of the exhibitors. The Exhibitor Reception with the EACE President, Ade Alberts, is a great opportunity to network with colleagues. Refreshments and hors d'oeuvres included.

6:00 PM – 8:00 PM
Dinner on Your Own and Networking

Information about local restaurants can be found in the conference mobile app. Interested in having dinner with some colleagues? Stop by the Hospitality Suite for list of restaurants and sign up for a time to dine with other EACE attendees.

8:00 PM – 12:00 AM Location: Ocean A, B, C, & D
Ade's 80's Entertainment Party

Join us for a totally tubular 80s Party! Let's go back to the days of hair bands and moon walking on the dance floor. Grab some fresh leg warmers, muscle shirts, and acid wash jeans to wear. You can even show up in a little red corvette! Like, oh my God! Don't miss our special guest, Michael Jackson, for photo opportunities!

FRIDAY MAY 31

7:45 AM – 8:45 AM Location: Ocean A, B, C, & D
Breakfast

8:40 AM – 11:45 PM Location: Tank 5 & 6
Hospitality Suite

Stop in the Hospitality Suite to meet volunteers representing many different colleges and universities. Pick up a bottle of water, snacks (including some local flare), and other necessities to make your conference experience a success. Also, learn more about using Twitter to tweet about conference sessions and watch the live conference Twitter feed. It's a friendly place – stop in and say hello!

8:45 AM – 10:15 AM Location: Ocean A,B,C,D
Speed Learning Sessions

10:30 AM – 11:30 AM Location: Tank 1,2,3,4 & Ocean E
Concurrent Sessions

11:45 AM – 12:45 PM Location: Ocean A,B,C,D
Closing Panel & Keynote

The Future of Career Services and Recruiting

What a better way to close the conference than to begin thinking about the future of the industry. Panelists, including Dr. Phil Gardner, will share experiences, best practices and insights to the future of college recruiting and career services.

Facilitator: Adrienne Alberts, American Red Cross

12:45 PM – 1:45 PM Location: Ocean A, B, C, & D
Conference Wrap Up, Luncheon and Raffles



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Here at FM Global, we're always looking for talented people to join our global team. Whether you're a recent graduate or an experienced professional, we offer an array of exciting career opportunities across our lines of business. Not sure where you fit? Feel free to explore the following career areas to learn which path is the best fit for your goals and experience.

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KEYNOTE SPEAKER

May 29, 2013 1:00 PM - 2:15 PM Location: Ocean A, B, C, & D

John Hill, LinkedIn

LinkedIn 101 - Developing Your LinkedIn Presence for Career/Professional Success



LinkedIn, the premier professional online networking service, now boasts 200 million users. John Hill, higher education evangelist with LinkedIn, will discuss new developments at LinkedIn, and outline the ways students can build relationships and connect with people using the online network. You'll learn how to build a strong foundation on LinkedIn by focusing on your personal profile - an important step most students overlook. You will also learn how to use take the foundation you've created to accomplish your specific career and professional goals by leveraging the power of your connections.

During this session, you will learn how to:

- ✓ Use the Summary to tell a story
- ✓ Create a LinkedIn Networking Plan
- ✓ Mine other profiles for information
- ✓ Use Search to effectively uncover relational affiliations
- ✓ Discover the hidden job market

Biography: John Hill is the Higher Education Evangelist for LinkedIn. Hill speaks internationally to Higher Education professionals, students and alumni on how to utilize social media effectively. He's given 500 presentations to roughly 85,000 people over the last 5 years on social media's impact on the job search, networking and personal branding. Prior to joining LinkedIn, Hill was the director of alumni career services and internship development at Michigan State University. He also worked as associate editor/online editor/market development manager/market researcher for media companies. Building relationships and connecting people with opportunity are at his core. He relies heavily on online networks like LinkedIn to facilitate each.

CONCURRENT SESSIONS

C=College

ExpC=Experienced College

E=Employer

All=All audiences

WEDNESDAY MAY 29, 2013

LinkedIn 101 - Developing Your LinkedIn Presence for Career/Professional Success

Wednesday 2:30 PM - 3:30 PM Location: Tank 1 **C**

John Hill will follow-up his keynote presentation with relevant information regarding social media in the recruiting industry as it applies to employers.

Presenter: John Hill, LinkedIn

More than just the luck of the draw: Collaborative and intentional internship promotion and advising between career services, academic advisors, and employers

Wednesday 2:30 PM - 3:30 PM Location: Tank 4 **C**

Have you encountered the student that asks, "Can you find me an internship?" You might have also worked with a student who already applied to 30 internships but still wants to know if you have any inside connections. Internship is quite the buzzword today, and students have differing levels of understanding, experience, and support in finding opportunities for experiential learning. Thus, anyone working with internship-seeking students should be prepared with many methods of internship promotion to best address the varying levels of student needs. In this session, the presenter will cover what has been helpful from an academic advisor's perspective for a successful, collaborative, intentional partnership with career services and employers in order to benefit the student. This session will focus on discussion of methods used by the presenter and open the floor to sharing of attendees own techniques. As internships are handled so differently by major, institution, and approach to promotion, those present in this session will benefit from hearing from others experiences.

Presenter: Ashley Fry, Gwynedd-Mercy College

Partnering for Impact: Innovative Corporate Citizenship Practices with Measurable Results

Wednesday 2:30 PM - 3:30 PM Location: Ocean E **ExpC**

In three years, Accenture and KIPP have formed a multifaceted partnership that has transformed how KIPP schools develop college and career readiness and redefined corporate citizenship for Accenture. This session will share and detail the creation and development of the partnership. The presentation will further explore ways that other organizations can bolster their corporate citizenship efforts while simultaneously serving underrepresented populations and developing a new pipeline of talent.

Presenters: Jennifer Heflin, Accenture Management Consulting
Mai Maye, KIPP DC; Tevera Stith, KIPP DC

They Got the Job, Now What?: New Employee Onboarding Programs and the First Year Experience for Recent Graduates

Wednesday 2:30 PM - 3:30 PM Location: Tank 3 **E**

Have you ever thought about what happens after a college graduate gets their first job? What determines their success on the job? What determines if they even make it through their first year? Effective onboarding programs are taking new employee integration, engagement and retention in organizations to the next level. In this one-hour session you will learn about the award winning onboarding approach of Booz Allen Hamilton and explore the key components of effective onboarding programs.

Presenter: Camille Franklin, Booz Allen Hamilton

Liberal Arts Roundtable

Wednesday 2:30 PM - 3:30 PM Location: Tank 2 **All**

An excellent opportunity to share best practices, network, and discuss important topics of the day as it relates to Liberal Arts Colleges and Universities. Intended for both employers and college members.

Redefining Employment: Career Services and Recruiting for Traditional, Virtual and Self Employment

Wednesday 4:00 PM - 5:00 PM Location: Tank 1 **C**

What do "Management Analyst, Software Developer, Real Estate Agent, and Small Business Owner" opportunities all have in common? They are all career paths that a college graduate might want to explore while in school and pursue upon graduation. How are they different? "Management Analyst and Corporate Software Developer" opportunities are frequently seen on campus recruiting schedules, while "Real Estate Agent, Financial Services Representative, Small Business Owner and contract/virtual Software Developer" opportunities typically struggle to find natural connection points on campus through college career service offices. The world of work is changing rapidly. More and more students are seeking to explore and ultimately pursue virtual/work-from-home, self-employment, and commission-driven career paths. Traditional employment and traditional employer-employee relationships are still prevalent but are not the only game in town. Join us for this discussion of the evolving workplace and how college career services offices can adjust their services to help student explore and pursue all of their career options.

Presenter: Matthew Berndt, CSO Research, Inc.

Teaching Social Media Job Searching

Wednesday 4:00 PM - 5:00 PM Location: Tank 4 **C**

Discover how to teach students to use social media as an employment tool. Attendees will take a walk through the syllabus for Social Networking: Creating Your Professional Identity Online, a course developed by Kevin Grubb for Villanova University students. In addition, there will be a discussion of students comments as they reflected academically on their experiences as social media users.

Presenter: Kevin Grubb, Villanova University

LinkedIn 101 - Developing Your LinkedIn Presence for Career/Professional Success

Wednesday 4:00 PM - 5:00 PM Location: Tank 3 **C**

John Hill will follow-up his keynote presentation with relevant information regarding social media in the recruiting industry as it applies to colleges.

Presenter: John Hill, LinkedIn

Spotlight Internships: Going Beyond the Cookie Cutter Model

Wednesday 4:00 PM - 5:00 PM Location: Ocean E **ExpC**

Do you have great internships that are getting little to no activity, just sitting on your job posting website? If so, this session is for you! The focus of this session centers on the collaboration between employer demands and student preparation and how Experiential Education & Career Services staff can help ensure that quality internships are not going to waste. We will discuss how to understand employer internship needs, identify those who belong in the Spotlight Internship category, and how we promote and prepare students for these opportunities.

Presenters: Andrea Frost, Johnson & Wales University
Akanksha Aga, Johnson & Wales University

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Engineering/STEM

Wednesday 4:00 PM - 5:00 PM

Location: Tank 2

All

An excellent opportunity to share best practices, network, and discuss important topics of the day as it relates to Engineering majors and hiring. Intended for both employers and college members.

Facilitator: James Silcox

THURSDAY MAY 30, 2013

Not Afraid to Fail: Best Practices for Innovation in Your Career Center

Thursday 8:45 AM - 9:45 AM

Location: Tank 2

C

With limited resources and limited time, it can be very easy to go through the motions of employer development and strategic marketing for your career center. If students are getting internships and jobs, employers are attending your fairs, and students are liking your Facebook page, what more do you need to do? Why not push the envelope and develop a dynamic marketing strategy driven by student feedback? Why not proactively create relationships with academic departments to host major specific career fairs? Why not seek university grants to outfit your center with cutting edge technology? Why not create an employer development plan based on actual student career interest data? Why not create a culture that fosters innovation? In this session members of the Employer Relations team at the University of Maryland career center will share best practices for creating the anti-status quo career center and learning how to embrace the fear of failure. How will this session change organizational behavior?: The presenters will explore strategies for creating a working environment where members are supportive of each other to bring new ideas to the table. Specific examples of how to work together and change the status quo will be shared. The presenters will engage with the audience and offer advice and answer questions on how to foster innovation in their respective career centers.

Presenter: Megan O'Rourke, University of Maryland - College Park

Adrienne Bradford, University of Maryland - College Park

Building a Successful Early Engagement Model Using Personalized Outreach and Clifton Strengths Finder Assessment

Thursday 8:45 AM - 9:45 AM

Location: Tank 4

C

With increasing pressure on Career Services Offices to produce achievement of career goals for students, there is a correlated pressure to engage students in our services. A connection has often been drawn between those students who engage with Career Services and their better career outcomes. Additionally, early engagement has traditionally been linked to student success and satisfaction. During the academic year 2011-2012 Princeton University launched a focused initiative to increase their engagement with freshmen (Class of 2015), yielding 68% office services utilization at the end of the academic year. We enhanced our outreach to freshmen, developing a more targeted and personalized strategy, combining this outreach with our freshmen-focused programming beginning during orientation and continuing throughout their first year. Personalized email outreach, class-based programming in their residential colleges and in our office were combined and at the end of the fall semester 2012 we have raised their usage of office services to 75%. We have also added for this sophomore class small discussion-focused Clifton StrengthsFinder (Gallup) workshops. While sharing Princeton University's successful initiatives, participants will be engaged in sharing their best practices for early engagement of students and usage of the StrengthsFinder assessment.

Presenter: Kathleen Mannheimer, Princeton University

Counseling Veterans, Perspectives and Resources

Thursday 8:45 AM - 9:45 AM

Location: Tank 1

C

As the Pentagon streamlines our Military ranks there will be more Veterans looking for employment in the civilian workplace. With this population growing, there is greater need for career counselors to provide assistance and guidance. Currently thousands are using the GI Bill to further their education and the need for counseling on campus has significantly increased. In addition, the unemployment rate for this population is higher than the national average, so as counselors we need to broaden our service model to accommodate these heroes. Bob Dolan, Career Counselor and former Army Veteran will share his experience in providing career support to Veterans. Our discussions will include some of the strengths and challenges of this group, and resources and strategies for supporting them as they pursue opportunities in the private sector.

Presenter: Bob Dolan, MIT

Career Architecture: A Model for Personal Direction, Discipline Expertise, and Professional Know-How

Thursday 8:45 AM - 9:45 AM

Location: Ocean E

ExpC

In today's socio-economic climate where universities and colleges are under increased scrutiny for accountability and outcomes, expectations regarding career preparation are becoming even more prominent. How can we mesh a liberal arts foundation, which is critical in preparing students in the development of critical thinking, communication, analytical problem solving, innovation, and creativity with career preparation and professional branding? The Career Architecture model, a multi-step, fluid process that includes components of personal direction, discipline expertise, and professional know-how within a framework of theory, practice, and mentoring provides a collaborative, results-oriented approach among career services, faculty, industry, and alumni. Beginning in the freshman year through the Lego Challenge curriculum in the First Year Seminar, students begin to apply concepts of Career Architecture to designing their career. Through consistent and customized work with Industry Specialists and faculty, students are coached and connected with mentors and industry professionals throughout their college experience to create their professional know-how.

Presenter: Anne Scholl-Fiedler, Stevenson University

Using Alumni as an Extension of the Recruiting Organization

Thursday 8:45 AM - 9:45 AM

Location: Tank 3

E

As corporate recruiting budgets tighten, companies are looking for new and innovative ways to reach university students as potential employees. How do you reach the next generation of graduates? Do they know about your company? Will the top graduates choose your company first? Hear how SAP America, a leading software technology firm uses Alumni volunteers to reach the next generation of graduates.

Presenter: Kira Tierney, SAP America

Hiring and Managing Individuals with Asperger's Syndrome

Thursday 10:00 AM - 11:00 AM

Location: Tank 4

C

Aspergers Syndrome is a mild form of autism that affects interpersonal communication and the ability to organize information and prioritize tasks. While these individuals face a number of challenges, Asperger's Syndrome also confers specific strengths that make them particularly well-suited to jobs requiring attention to detail and prolonged focus. Many have above-average intelligence and enter the workforce with advanced or multiple college degrees. The business community is beginning to recognize that

Session information continued on next page

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Hiring and Managing Individuals with Asperger's Syndrome

Thursday 10:00 AM - 11:00 AM

Location: Tank 4



Continued from previous page

people with Asperger's Syndrome can be terrific assets when they are in the right jobs, and receive the right supports. This session describes what Asperger's Syndrome is, and how it impacts employment. Attendees will learn the types of jobs and work environments are conducive to their success, and how to utilize the strengths of this cognitive style. The presenter share examples from her experience with individuals and employers, as well as tips for managing these unique individuals.

Presenter: Barbara Bissonnette, Forward Motion Coaching

Thinking Outside the Box with Your Employer Outreach Efforts

Thursday 10:00 AM - 11:00 AM

Location: Ocean E



Would you like to know different approaches to making new connections with employers to provide opportunities for your students? A call for a more creative approach in how to connect with employers is needed in today's social media landscape. This session will provide you with approaches to diversify your employer outreach strategy, with a focus on social media.

Presenter: Angelique Torres, Endicott College

Employer Roundtable

Thursday 10:00 AM - 11:00 AM

Location: Tank 2



Based on the popular regional model, EACE is bringing a roundtable to the conference. Join other employers to share best practices, network, and discuss important topics of the day as it relates to recruiting and staffing. Employer members only.

Presenter: Stacy McClelland, Enterprise Holdings, Inc.

Behind the Lines: 10 Steps to Becoming a Military Ready Employer

Thursday 10:00 AM - 11:15 AM

Location: Tank 3



This fast-paced session draws on extensive research sharing the essential steps for developing successful strategies to source, hire and engage veterans and military-connected talent. Learn what works and how to adapt examples that demonstrate effective branding, on-line military skills translation, job design, award winning workplace flexibility and benefits, plus community engagement. Gain insight to developing ERG's and diversity awareness training designed to deliver solutions that meet the needs of employers, military, their spouses and caregivers.

Presenter: Sherril Curtis, Curtis Consulting Group, LLC

The Dream Share Project: Inspirational Film and Workshop

Thursday 10:00 AM - 11:00 AM

Location: Tank 1



The Dream Share Project is an inspirational documentary film that follows Chip Hiden and Alexis Irvin, two recent college graduates, on a road trip across America, as they explore how successful people have chased their dreams. Along the way, the pair learns about topics like: discovering one's passion, committing to a dream, dealing with setbacks, and redefining success for the Millennial generation. The Dream Share Project features eye-opening advice and anecdotal wisdom from an Olympic skier, one of the original Latin Kings of Comedy, a slam poet, a Project Runway fashion designer, the CEO of a sustainable flip flop company, and many more. The Dream Share Project is a film that encourages people to live up to their fullest potential and

reject societal pressure to play it safe? The Dream Share Project workshop helps people to discover and pursue their passions through individual and group exercises. The workshop focuses on *discovering your interests and values *time management and maximizing productivity *blasting through roadblocks *defining success.

Presenter: Alexis Irvin, The Dream Share Project

Counseling Creatives: Career Trends and Advice for Students in the Arts

Thursday 11:30 AM - 12:30 PM

Location: Tank 1



Most liberal arts colleges offer majors in the visual and performing arts. However, there is often a disconnect between this creative student population and the Career Services Office. Students often assume that the services are not geared for them, so they rarely seek assistance. When they do, the staff are often challenged/stumped by the unique needs of these students and the non-traditional career paths which they pursue. This presentation will serve to demystify creative careers by identifying effective approaches to career counseling artists. In addition, the career trends of arts graduates will be examined via the results of the Sordana Foundation's annual survey, Strategic National Arts Alumni Project (SNAAP) - which tracks the lives and careers of arts graduates in America.

Presenter: Elisa Seeherman, The University of the Arts

LGBTQ Career Advice: What counselors want to know

Thursday 11:30 AM - 12:30 PM

Location: Tank 4



Many LGBTQ students have questions or are nervous about their future careers and how their identity might affect them. Are they asking in your office? If not, join us for a fast-paced session that will share best practices including: resume, cover letter, and interview advice, online resources, terminology, campus programming, state specific laws for hiring/firing based on sexuality/gender identity and finally learn what progressive employers are doing to recruit and support this diverse population. Come prepared to ask ANY questions, share knowledge, and engage in open discussion! Topics to be discussed during presentation include:

Terminology and tips for working with LGBTQ students; Online resources for LGBTQ populations; Advising related to if/how/when to come out on a resume, cover letter, in an interview or at work; Ideas for LGBTQ specific programming on campus; Resources for finding state and federal laws about hiring and firing based on gender identity/sexual orientation.

Presenter: Barbara Zerillo, Clark University

Directors Forum: A Place for Directors to Discuss Challenges and Share Ideas

Thursday 11:30 AM - 12:30 PM

Location: Tank 2



Participants can have frank conversations with their peers on topics they have chosen that can include the following; managing upper management's expectations; reporting numbers that make sense (annual reports, placement, etc.); managing staff; keeping (or getting) staff morale up; doing more events, programs, services without more staff; policies on posting unpaid internships and multi-level marketing employers; emerging practices on student engagement; running staff retreats; planning for growth/future directions; and organizational structure. The pros and cons that will be discussed include the following; strategies for reaching greater numbers of students; best practices in measuring student learning outcomes; collaboration with academic departments; and best practices in utilizing faculty and/or employer advisory boards.

Presenter: Robbin Beauchamp, Roger Williams University

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All=All audiences

Lead Yourself, Lead Others

Thursday 11:30 AM - 12:30 PM Location: Ocean E **ExpC**

Lead Yourself. How can we lead others if we can't lead ourselves? Most of us consider personal planning time to be a luxury "nice-to" instead of a "need-to." Most people "know" the things they ought to do; most never take the time to document them. The role of discipline in self-mastery. Lead Others. Altruism is sexy: be radically sold-out to the success of those you serve. Dr. Norman Borlaug saved more lives than any other man in human history. Seeds aren't sexy, but saving lives IS. We don't do it for those who don't get it; we're in it for those that DO.

Presenter: Trent Booth, Vector Marketing

Strategic Selection Using Emotional Intelligence

Thursday 11:30 AM - 12:30 PM Location: Tank 3 **E**

This learning session dives into the landscape of the labor market today and the proven techniques being used by industry leaders for successful talent acquisition. Participants will receive a simple, yet powerful tool for quickly identifying the Emotional Intelligence skills most important for each job, along with the technique for revealing truthful information about relevant candidate experience.

"Right retention" continues to be a major challenge for most employers and with the cost of turnover today, it's time to take a good hard look at hiring practices.

Presenter: Jen Shirkani, Penumbra Group

Declaring Undeclared?: A Step-by-Step Program for Exploratory Students

Thursday 2:00 PM - 3:00 PM Location: Tank 4 **C**

How many times have you heard students say "I want a major that is going to guarantee me a job after graduation." or "What can I do with a major in...?" As career services professionals, we encounter these statements on a daily basis. This session will provide an example of West Chester University of Pennsylvania's approach to help their growing exploratory student population investigate majors and careers. As a collaborative initiative between the Twardowski Career Development Center and the Pre-Major Academic Advising Center (exploratory students), a Spring 2013 pilot program helps students break down their decision making process through guided activities. Two phases of a four-phase career development model, Self-Awareness and Exploration, serve as a basis for conversations in small group sessions. The presentation will include an overview of the program components and results from a pilot with twenty students. Suggestions and example activities will be provided to help others design tools to effectively address the needs of their institution's exploratory students.

Presenters: Amanda Mitchell, West Chester University of Pennsylvania;
Ashley Reichenbach, West Chester University of Pennsylvania

Employers in the Field - our Strategic Partner in Career Development

Thursday 2:00 PM - 3:00 PM Location: Tank 1 **C**

As employers of college talent increase their recruiting activities and early identification efforts to hire the best available graduates, they often seek skills and potential beyond what can be gained in the traditional classroom setting. In addition to the knowledge gained in the classroom, the expectation of hiring organizations is for practical and tangible skills as well as out-of-the-classroom experiences ready for use on the very first day. Meanwhile, as employers ask for more from their new talent in terms

of transferable skills and experience, technical capabilities, and workplace acumen, Career Service providers are similarly seeking to respond by offering more to students with limited resources. This challenge actually creates not only a need, but an exciting and ideal opportunity for a strategic partnership between hiring organizations and college career services to prepare students for their entry into the workforce. If we look to employers to offer only jobs after graduation, we may be just scratching the surface of resources available to us. This session will explore and uncover opportunities to create valuable partnerships where students can learn more about and experience life in their chosen (or not-yet-chosen) fields, hear from alumni and other practitioners about career paths, network in professional settings, bring learned material to the practical world, and so much more. In that sense, employers can take on an enhanced role as "Career Advisors in the Field". Through Internships, Externships, "Employer-In-Residence", Industry Panels, "Career Conversations", Career Networking Nights, Web Presence, Advisory Boards, Guest Lectures, Site Visits, and so much more, these potential connections can come alive.

Presenter: Louis Gaglini, Boston College

The Higher Education Act Reauthorization: A Facilitated Discussion

Thursday 2:00 PM - 3:00 PM Location: Ocean E **ExpC**

Since the Higher Education Act Reauthorization began trending, institutions of higher education have been exploring ways to effectively meet the proposed new federal requirements. There is tremendous energy around this topic with discussions happening at the national, state, local, and campus levels. Career Centers have seen renewed relevance on campuses with increased interest in outcomes surveys and now we are discussing it at EACE. Has this topic impacted your institution? Has the interest in outcomes data given you a seat at the table? Are you concerned about the Act and what it might mean for your organization? If you are pondering these questions or are working through these issues on your campus, join us for a discussion. In this session we will network, share issues and best practices, and learn from one another as we prepare for the reauthorization of the Higher Education Act.

Presenter: Donna Cassell-Ratcliffe, Virginia Tech Career Services

Target School Selection

Thursday 2:00 PM - 3:00 PM Location: Tank 2 **E**

This panel presentation will share best practices and ideas on how to select target schools for campus recruiting. Come learn strategies of making strategic decisions on target schools.

Panelists: Beverly League, Care First Blue Cross Blue Shield; Nina Maggio, Northrup Grumman Corporation; Stacy McClelland, Enterprise Holdings, Inc.

How to Develop a Successful Diversity Program

Thursday 2:00 PM - 3:00 PM Location: Tank 3 **E**

Today's rapidly changing demographics and increasing emphasis on a global world continue to move workplace diversity to the forefront of effective organizational strategies. As the business case for diversity continues to evolve, the focus is on how organizations can best utilize 'difference' for competitive advantage. To support diversity in your company, you must lead the culture change by defining diversity, making the business case for it and developing a diversity vision to set the stage for effective diversity management and initiatives. You will learn how your organization's diversity program can help you attract and retain the best talent as well as results in reduced costs associated with turnover, absenteeism and low productivity.

Presenter: Patricia McGinlay Clendening, GPHR, SPHR,
President, HR Strategies, LLC

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CONCURRENT SESSIONS

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Career Development Programs for First Year Students: Why Your University Needs Them and How to Implement Them

Thursday 3:30 PM - 4:30 PM

Location: Tank 1



With the tight economy and national push to graduate more college educated students, what is your career services center doing to contribute to retention efforts? Participants in this workshop will learn the impact of career development programming for first year students on student career confidence, career services center engagement, and student retention. Participants will learn about the history and purpose of three different career development programs at two different institutions. The presenter will share each program's scope, timeline, and implementation plans while describing the assessment and revision processes. Participants will complete worksheets throughout the presentation that will help define a career development program for their institution and walk away with a program proposal and plan.

Presenter: Samantha Camoni, Philadelphia University

Using a Self-study Model to Improve Effectiveness and Gain Visibility Among Campus Stakeholders

Thursday 3:30 PM - 4:45 PM

Location: Tank 2



The demand for accountability within higher education and career services specifically is becoming progressively more urgent. We see this demand reflected in the trend towards regular cycles of external review. Rather than being events to be merely endured, external reviews can be exciting opportunities to showcase our institutional contributions, provide foundations for growth and development, and serve as evidence for additional resources. A comprehensive self-study is a critical component of external review. A well-carried out self-study provides reviewers with a more in-depth understanding than can be gained by limited time on campus and provides increased legitimacy to the final report. Join members of EACE's Consulting Committee to learn more about how you can construct and carry out a self-study that will lead to an effective and productive external review.

Panelists: Linda Kent Davis, Rhode Island College;
Sam Ratcliffe, Virginia Military Institute;
Mariana Savoca, Stony Brook University

The Post-Graduate Outcomes Collection Process: Setting Goals, Building Partnerships and Obtaining Better Data

Thursday 3:30 PM - 4:30 PM

Location: Tank 4



With increased interest in earnings potential and post-graduate outcomes from both internal and external stakeholders, career development offices and institutions are being held accountable for collecting more detailed and comprehensive information regarding their recent graduates. This session will begin by engaging participants in a knowledge-sharing activity regarding their practices and subsequently transition into a presentation that addresses the issues that colleges and universities face in obtaining post-graduate outcome information, potential collaborative partnerships on campus, and best practices in obtaining consistent and comparable data.

Presenter: Jesse Wingate, University of Richmond

From Data to Decisions: Smart Analytics for Student Services

Thursday 3:30 PM - 4:30 PM

Location: Ocean E



Effective strategic planning within Student Affairs (admissions and career services in particular) is only possible with a well thought out and integrated data collection process. Too often the collection of key data is treated as a nuisance, done in times of crisis, and precipitated by accreditation or an outside source. By contrast, whether dealing with issues of enrollment or employment, a regular schedule of data collection and analysis can empower an office or department: 1) to set priorities and objectives that are measurable

and clear; 2) to assess the results of its programs and services against the initial goals; and, 3) to communicate results effectively, internally and externally. The goals of this session are to: 1) help student affairs professionals determine the best data collection and analytic tools for their office function; 2) how to integrate data with other internal stakeholders, and, 3) to learn techniques and strategies for communicating the results of their data analysis.

Presenters: Felicia Spencer, Yale University

Rena Cheskis-Gold, Principal/Demographic Perspectives

The Self-Aware Leader

Thursday 3:30 PM - 4:30 PM

Location: Tank 3



Join leadership and organizational development executive Dan Gallagher for a presentation on how self-awareness increases overall leadership productivity. Using a leadership model he introduced at Comcast and then validated by conducting research with two Saint Joseph's University faculty members, Dan will challenge attendees to think about how they can drive their own leadership reinvention.

Presenter: Dan Gallagher, Gallagher Leadership

FRIDAY MAY 31, 2013

Coalition Building: Assessing and Strengthening Partnerships Using a Six-Stage Relationship Building Continuum

Friday 10:30 AM - 11:30 AM

Location: Tank 1



In this presentation, we will discuss actively engaging campus partners in serving the career needs of students through the lens of a six-stage relationship building continuum used by University Development Officers. The continuum can be applied to assessing and strengthening campus partnerships and can fit into a larger Career Services strategic planning process. Strategies for engaging campus partners such as First Year Programs, Alumni Relations, and Honors will be shared as vehicles for moving key relationships up the six-stage continuum. Some of these strategies include an Internship Council, an annual Professional Development Conference, a University-wide internship course, web resources, and collaborative programming. During the interactive portion, participants will receive a copy of the continuum, categorize their campus partnerships into one of six stages, determine which of their partnerships are most important to move up the continuum, and participate in small group strategy sessions to brainstorm ways to strategically strengthen current partnerships and/or develop new ones.

Presenter: Beth Settle, University of Connecticut

Perception is Everything: Building Your Brand On Campus Through Social Media and Traditional Marketing Technique

Friday 10:30 AM - 11:30 AM

Location: Tank 4



Institutions big and small struggle to combat myths about their career services departments and to help students understand the diverse resources available to them. In this interactive presentation, we will explore common misconceptions about career centers and how to combat these inaccurate perceptions through a customized, marketing campaign. We will specifically look at the University of Pennsylvania Career Services recent two-tiered public relations campaign, which included a social media contest and campus-wide lawn sign campaign, and how those efforts addressed campus-wide stereotypes and student perceptions about the Career Services office/career center. Results from a survey Career Services conducted about student perceptions of the career center and post-graduate career plans surveys, as well as analysis of social media and web data, will be reviewed to highlight how to measure and evaluate perception and knowledge of office services.

Presenter: Dr. Claire Klieger, University of Pennsylvania
Shannon Kelly, University of Pennsylvania

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How to Survive an External Review

Friday 10:30 AM - 11:30 AM

Location: Ocean E

ExpC

External reviews in Career Centers have become an ever present reality. As individuals explore ways to justify the need for additional resources or as campus leadership explores ways to ensure the best in class career services are available to students and alumni, external reviews have increased in popularity. In this session, learn from consultants and career services the reasons to host an external review and the best ways to prepare and succeed in one.

Facilitator: Susan Bennett, Senior Director, University of Baltimore Career Center

Panelists: Sheila Curran, CEO Curran Consulting; Lakeisha Mathews, UMUC

Collegiate Research

Friday 10:30 AM - 11:30 AM

Location: Tank 3

E

Dr. Gardner will present the latest and greatest research results from the Collegiate Employment Research Institute. Philip D. Gardner is Director of the Collegiate Employment Research Institute at Michigan State University. Dr. Gardner has been with MSU for 28 years after receiving degrees from Whitman College (BA in Chemistry) and Michigan State University (Ph.D. in Resource & Development Economics/Public Policy).

Presenter: Dr. Phil Gardner, Michigan State University

Career Crossroads: Professionals Who Successfully Made The Transition

Friday 10:30 AM - 11:30 AM

Location: Tank 2

All

Have you ever considered the "other side" of the industry? This is a great opportunity to learn from a panel of professionals who have considered, and made, the switch to the "other side".

Panelists: Adrienne Alberts, American Red Cross;

Robbin Beauchamp, Roger Williams University

CLOSING PANEL: The Future of Career Services and Recruiting

Friday 11:45 AM - 12:45 PM

Location: Ocean A,B,C,D

All

What a better way to close the conference than to begin thinking about the future of the industry. Panelists, including Dr. Phil Gardner, will share experiences, best practices and insights to the future of college recruiting and career services.

Facilitator: Adrienne Alberts, American Red Cross

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Fisher For Your Future: Integrating Career Services through the College Experience and Beyond

Presenter: Heather Carpenter, Fisher College



Fisher for Your Future is a four-year model that allows the Office of Career Services to be incorporated throughout a student's entire academic career and beyond. Beginning freshman year students are introduced to the office through a Reputation Defender workshop that is required of all freshmen. Students learn the names and faces of the office and begin to utilize it within the first month of attending the school. Other components include enrollment in professional organizations, a required 1-credit internship preparation course, the development of a post-graduation workshop series, and the creation of an incentive-based program to encourage students to participate in career services programming. All attendees will walk away with programming ideas, and ways to think about creating a comprehensive program that encourages students' participation from freshmen year into alumni status.

From Career Fair Registrations to Managing Sponsorships: Maximizing the Uses of the Career Fair Module in Symplicity

Presenter: Christina MacGill, The Pennsylvania State University



The career fair manager module in Symplicity is very adaptable for various formats of career fairs, multiple day events, registration fee options, including no-fee, receptions associated with a fair, etc. In addition, it may be modified to track other types of "registrations" where information or fees are collected for other career services functions. We will share our experiences and invite the audience to share their thoughts so that together we may all take full advantage of the functionality within the system.

Can Career Search Education Revitalize Higher Ed?

Presenter: Henry Boyer, Boyer Management Group



For the past 48 months the Number One topic on the hearts and minds of people all across America is Jobs. Today's challenging employment environment has placed tremendous pressure on higher education and job seekers alike. Educational institutions are grappling with rising costs, more competition for students, rising student debt, and gainful employment reporting. Students are wondering how the high costs of earning a college degree (and likely indebtedness) will translate to a job. And the rules for conducting an effective career search are rapidly changing due to technology and the availability of a global labor pool. From an academics standpoint, higher education has traditionally seen its role as educating students in their area of study, not in educating them in how to conduct a successful career search. Career search education is largely student-driven today. We believe that the aforesaid pressures represent a tipping point for higher education to move career search education from being largely student-driven to institutional-driven. This would have the effect of revitalizing higher by incorporating career search education as part of its core curriculum required for graduation.

Motivations of Undergraduate Public Health Majors and the Pursuit of Careers in Public Health

Presenter: Warren Hilton, Drexel University



The 2012 EACE Research Grant recipient will discuss his findings regarding the objective of his study. His study focused on learning how students' motivations for attending college affect their graduate school and career choice. The study is relevant to EACE membership because it will provide evidence of motivations that are linked to certain careers, in particular of this case, public health and medicine careers.

Peer Career Educator Program and Training: A Collaboration Between The Career Center and Tutoring Center in Training and Leadership

Presenter: Deb Kelly, The College of New Jersey



In an era of economic challenges it makes sense to develop student leaders to assist in career development activities such as first year resume review, promotion of events and co-facilitation of workshops. Learn how the collaboration between the 2 departments (while crossing divisional lines) aids in creating a comprehensive training program for peer career educators (PCE). A panel including the Director of Tutoring Center, Peer Career Educator and Career Center Director will discuss the training (for credit and for pay), role of the Peer Career Educator (PCE) and learning outcomes to the program and phases of the program. The session will begin with an interactive training exercise followed by discussion of the PCE program learning outcomes and evaluation.

Engaging First-Year Students: Applying an Academic Advising Model to Career Services

Presenter: Ryan Sweeny, University of Pittsburgh



First-year college students are generally assigned to one specific academic advisor to begin their career in college. This model benefits students because they are able to have one point of contact for all of their academic related questions and services. The Office of Career Development and Placement Assistance at the University of Pittsburgh has adopted this same practice to assign a career consultant to each of our first-year students. This program at PITT provides a similar, single point of contact for students' career related questions and services. Although we cannot mandate meetings as academic advising can, we are able to establish solid contact with all students through regular emails and programs in the residence halls. This program will discuss the methods we've used to connect with our first-year students and our data that shows the clear benefits of this model.

Two Heads Are Better Than One: Maximizing Alumni Affairs Partnerships for Effective Career Programs

Presenter: Nadine Verna, Duke University



In an era of increasingly tightening budgets and limited human capital, it is imperative that career services professionals seek creative ways to foster collaboration not just with employers, but also with other offices at their institutions. Given on-campus recruiting's heavy reliance on alumni, extending alumni partnerships to include participation in career development initiatives and programs is an obvious choice. Collaborating with alumni affairs offices to conduct outreach to and manage relationships with desirable alumni can significantly enhance such partnerships. In this session, the speaker will share about several successful programs developed through career services – alumni affairs partnerships and offer advice on how such collaborations could be implemented at your institution.



SPEED LEARNING SESSIONS

Sponsoring Career Services Programs: Win-Win for Employers and Universities

Presenter: Christina MacGill, The Pennsylvania State University



Sharing ideas around the table of providing sponsorship opportunities to employers to help support career services ever-stretched budgets.

Career Services and Alumni Partnerships: The Key to Building a Stronger Future for Our Students

Presenter: Lynn Burke, Northeastern University



The focus of this presentation will be how to build and maintain alumni connections in order to enhance your career office/program. As a Co-op Coordinator I make it my mission to keep alumni engaged in the idea of preparing my current students for meaningful and productive careers beyond Northeastern University. Whether students are gearing for graduate school or the workplace, they will benefit from the partnerships that are forged between my Co-op Office and Alumni. I will show how my connections with alumni has generated new co-op/internship positions, shadowing programs for student interns, mentoring relationships, social media conversations and guest speakers/critics in classrooms and lectures.

How Students Succeed: Cognitive vs. Technical Skill in the Workplace

Presenter: China Wilson, Trinity Washington University



Are you a recruiter who is frustrated by a talent pool that has great technical skill but lacks initiative, critical thinking, and persistence? Are you unhappy with how unprepared students are during their interviews? Do you struggle to understand why students are lacking a holistic mindset in career development? Come and learn more about this ever-growing population and gain insight on how to deal with the issues they face. This workshop will highlight a variety of findings from Paul Tough's new book "How Children Succeed: Grit, Curiosity, and the Hidden Power of Character"?. Tough introduces a new concept to professionals by using tools of science to peel back the mysteries of character development and its connection to the level of success one can achievement in life. Best practices and examples will be shared to help employers and counselors assist students in building better paths as they transition to the world of work.

Creating "CHAMPs": A New Mentor Program Model for Undergraduate Students

Presenter: Reesa Greenwald, Seton Hall University



At Seton Hall University, The Career Center, the Communication Advisory Board and the Department of Communication and the Arts joined together to create a new and exciting mentor program. Currently in its third year, CHAMPs (Communication Honors Associates Mentor Program) pairs undergraduate students with successful SHU alumni to learn firsthand about becoming a professional and the opportunities that lie ahead for them. This session will focus on the creation, development and maintenance of the program and will share information and suggestions for those who value mentoring relationships for their students.

Student Success: What College Professors Can Do to Best Prepare a Student for Success in the Science and Environmental Field After College

Presenter: Pamela Lynch, SCCC- SUNY Suffolk



As a College Professor of Biology and the Environmental Sciences for over 11 years, I have learned how to best "prep" my students for the "real world". Not an instant \$100K/yr. cushy job but the REAL world...and to feel blessed to be offered that opportunity! As an employer I can also explain the various types of (job) angst students are facing when trying to prepare for that next stage of their lives.

The Importance and Impact of Creating Unique Career Connections

Presenter: Ashlie Thornbury, Campus Philly



Creating a unique, industry-specific networking event for college students and employers isn't always easy, but it's highly effective in that it can provide a platform for valuable career connections to occur. Forming strategic partnerships, identifying a clear theme and finding an interesting, relevant place to host your event are all part of the process. In this session, Campus Philly will provide a summary of their industry-specific career programs and how they benefit both students and employers.

Creating Career Management Partnerships On-Campus

Presenter: Bob Franco, Seton Hall University



Career management is a "team sport," relying heavily on networking, building contacts and having good mentors in place. However, the coordination of career management practices in college environments varies from campus to campus. Ideally, Career Centers, faculty, administration, students and employers should work together to achieve successful employment after graduation – there should be a co-ownership of employment outcomes. During this facilitated discussion, learn how strong partnerships, active student organizations, employer plans and engagement can help build strong futures.

Promoting Sales and Other Unpopular Careers

Presenter: Donna Robertson, Seton Hall University



Sales and retail account for the majority of entry level career opportunities. There are thousands of companies eager to recruit our students, but our students do not apply. How many times have we heard, "I didn't go to college to sell fill in product here!" This workshop will share best practices on how to educate students on the career growth in sales and introduce them to the breadth of industries seeking college-level talent. The focus will be on a highly successful panel program and a hands-on learning experience, the 'Retail Safari.' The power of partnering with professional organizations and strategic relationships will also be explored.

PROFESSIONAL EXCHANGE EVENTS

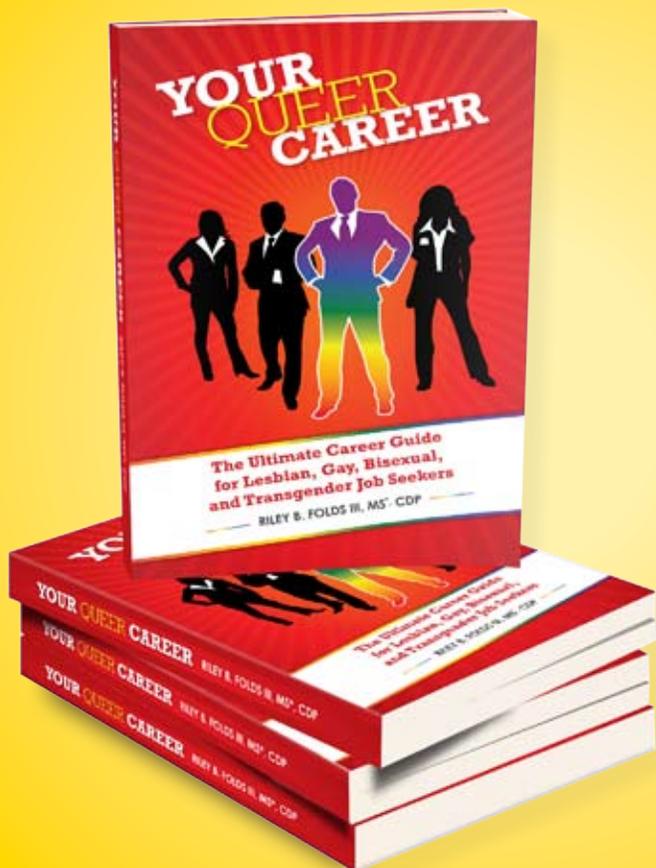
The EACE Professional Exchange Committee sponsors opportunities for groups of EACE college members to visit companies, nonprofit organizations and government agencies. This is a great way for you to strengthen or build relationships with various employers. During a visit you'll receive information on the employer and its recruiting process through presentations, panels, tours and receptions.

Please remember that this program is only open to college professional members. Any of your colleagues who would like to attend will need to become an EACE member (group or individual).

Registration fees: EACE Members: \$0.00 See eace.org to find out how to become a member.

2013 Professional Exchange Site Visits	Date for 2013	Time	Location
Cigna	06/10	10:00 AM – 12:00 PM	Bloomfield, CT
MA Department of Corrections (Wait List Only)	06/17	8:00 AM – 11:00 AM	Norfolk, MA
Biogen Idec (Wait List Only)	06/17	1:00 PM – 3:00 PM	Cambridge, MA
Oracle (Wait List Only)	06/19	1:00 PM – 5:00 PM	Burlington, MA
Genzyme (a Sanofi Company) (Wait List Only)	06/20	10:00 AM – 12:00PM	Cambridge, MA
Allen & Gerritsen	06/21	10:00 AM – 1:00PM	Boston, MA
ARAMARK	06/27	9:00 AM – 11:00 AM	Philadelphia, PA
United States Steel	07/09	10:00AM –12:00PM	Pittsburgh, PA
UPMC	07/09	1:30 PM – 3:00 PM	Pittsburgh, PA
Target	07/10	3:00 PM – 5 :00 PM	Buffalo, NY
CohnReznick	07/16	1:30 PM – 3 :45 PM	Baltimore, MD
US Department of Justice, Antitrust Division	07/17	2:30 PM – 4 :30 PM	Washington, DC
Smithsonian Institution	07/18	9:00 AM – 11:00 AM	Washington, DC
Enterprise Rent A Car	07/18	10:00 AM – 12:30PM	Pittsburgh, PA
Federal Trade Commission	07/18	2:00 PM – 4 :00 PM	Washington, DC
Dow Jones & Company (Wait List Only)	07/29	1:30 PM – 4 :00PM	New York, NY
City Year	07/31	2:00 PM – 4 :00 PM	New York, NY

If you have any questions, please contact [Kristin Libritz at klibriz@ithaca.edu](mailto:klibriz@ithaca.edu) or [Cary Weir Lytle at cwlytle@brandeis.edu](mailto:cwlytle@brandeis.edu).



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- | | | | |
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| | ■ Sponsorship | ■ Technology Resources | |

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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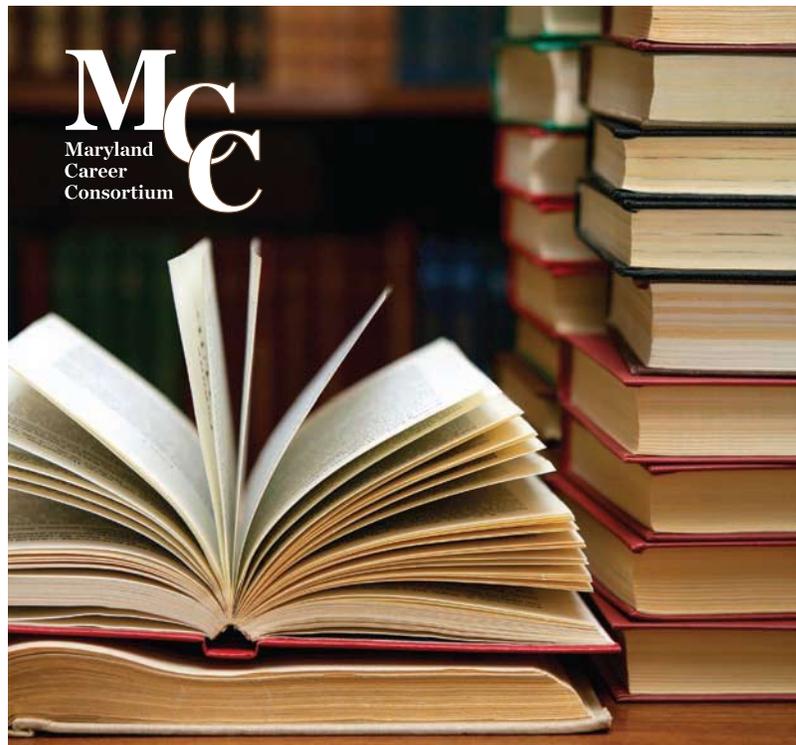
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CSO Research

Description: CSO Research, Inc. has been a leading provider of career services, cooperative education, and internship solutions for the higher education market since 2001. We take pride in offering customizable, flexible solutions to our 830+ user offices across the US and around the world. We are passionate about the software and service we provide and our exceptional support team is comprised of individuals with a deep knowledge of career services and co-op/intern operations. For experiential education offices, CSO Co-op/Intern saves valuable time by automating both the learning agreement and student/employer evaluation processes, reminding and prompting the involved parties so you don't have to! A commitment to innovative technology and excellent customer service combined with social media integration via LinkedIn, Facebook and Twitter, and strong partnerships make CSO Research a one-stop shop for valuable career-related resources and solutions.

info@csoresearch.com ■ 866.705.4201
www.csoresearch.com

CandidCareer.com

Description: Colleges across the US rely on our videos (3,000+ clips) to help students explore majors/careers and land a job. We are the premier provider of informational interviews that guide young adults through the initial stages of career exploration. We have traveled the country interviewing industry professionals to capture on video the work they do, their reasons for doing it, and the advice they have for the youth of America. Interviews are broken down into 1-3 minute topic parts for the utmost exploration convenience and efficiency. Our "Career Advice" channel covers topics such as resume writing, interviewing, internships, career fairs, networking, etc. Our school branded product, AlumNet, features interviews of your alumni with networking capabilities. Our videos are available online 24/7 and can be featured on your career center website, newsletter, and social media platforms like Facebook, and Twitter. Our video interview clips are unscripted and originally produced by our staff with the consistent mission of adequately preparing our users for what lies ahead. Each video contains a profile of the interviewee as well as a link to the Occupational Handbook & ONET.

info@candidcareer.com ■ 301.525.6013
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CareerEco Virtual Career Fairs

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www.CareerEco.net

CareerShift

Description: Many career centers struggle getting students to network more. Many students wait until the last minute to find work and aren't proactive. But CareerShift compliments any career management system currently in place, making it easy for students to find hidden connections and opportunities. Our platform is designed to keep students actively engaged in their job search, improving their odds of getting hired fast. Hundreds of schools CareerShift

CareerShift *Continued*

rely on CareerShift to provide their students with robust search engines for informational interviews, internships, jobs, networking contacts, alumni, and employers -- all on a platform that keeps everyone organized and is easy to use. If you are looking to boost students engagement with your career center, give CareerShift a try. See our booth to setup a free, live demo or contact Val Matta at valmatta@careershift.com or 216-255-3026.

valmatta@careershift.com ■ 216.255.3026
www.careershift.com

CareerSpotsVideos

Trusted by 225+ career centers nationwide, CareerSpots short, snappy, professionally produced videos engage students and give them an edge? to land jobs and internships in today's difficult job market. CareerSpots offers a library of 600 videos (52 videos on how to? find jobs and internships AND 550 videos on occupations) with real world advice from leading recruiters (Comcast, Intel, Nestle, Macy's, AT&T and many more). The best part: students can access the videos ANYTIME on ALL DEVICES including smart phones and tablets to learn in the medium they prefer: ONLINE VIDEO. With an unparalleled video platform AND the highest quality videos available, CareerSpots offers an affordable, 24-7 Video Job Search Solution to boost your student engagement. Plus, you can feature CareerSpots EVERYWHERE including your career center website, social media sites, job board, student portal, emails to students, and classrooms! CareerSpots also produces CUSTOM VIDEOS if desired, so please visit us for pricing and details.

Kathy@CareerSpots.com ■ 610.325.3993
www.careerspots.com

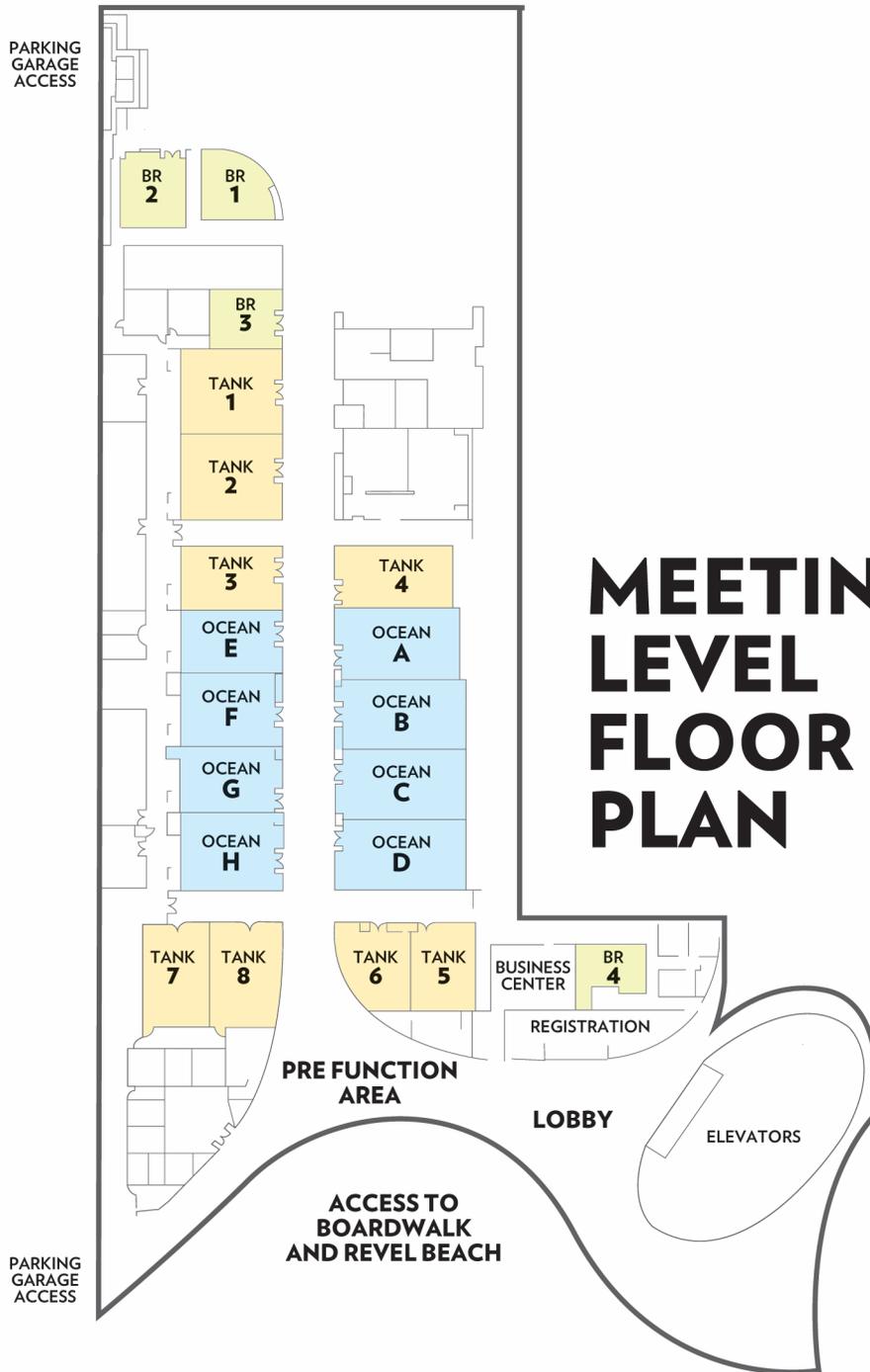
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College Central Network, Inc.

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FOCUS 2: Online Career, Major and Education Planning System

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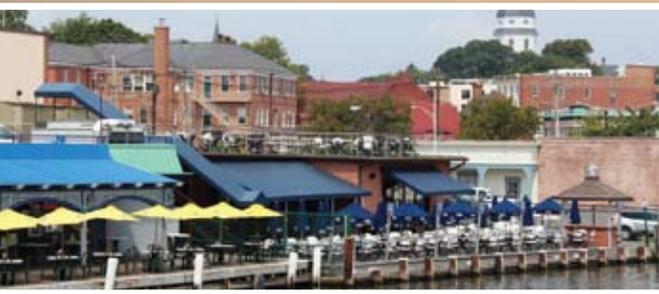
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