

2011 NCACE Conference

Program Session Descriptions

Keynote: Laurie Ruettimann

The Future of HR: Creative, Relevant, Innovative

If you're not innovating, you're not relevant. Whether it's recruiting or employer branding, employers are tasked with a multitude of process-driven activities that are difficult to prioritize and even more challenging to measure. Ruettimann will share creative strategies to link HR and recruiting activities to relevant needs for all parties. From an emphasis on culture to a focus on the employer value proposition, Ruettimann will offer advice on how to forge key relationships while remaining open and receptive to new ideas in the HR marketplace.

Breakout #1: March Madness of Career Development

Presenter: Laura Lane, Assistant Director, University of North Carolina at Chapel Hill

What does career development mean? It may seem like madness... "March Madness," that is. Do your students hear the buzzer blowing on their career search before they've even entered the game? Help your students move effectively against the competition with the basics of career development. This session will illustrate how to use basketball terminology, metaphors, and the basketball bracket to showcase and explore the four elements of career development--self-assessment, career exploration, decision making and action.

Breakout #2: Creating and Implementing a Multicultural Mentoring Program

Presenter: Sarah Clark, Career Development Counselor, University of North Carolina-Wilmington

This program will outline the UNCW Career Center's Multicultural Mentor Program, a three year effort to provide diverse student populations with essential career mentoring relationships. The program will detail the challenges of starting such a program, recruiting students and employers, and the importance of collaborating with university and community groups. It will also cover the importance of programs like these and give specifics on the benefits to both students and employers.

Breakout #3: Foreign Students as Trainees and Volunteers: Work Options During the Degree Program

Presenters:

Helen Konrad, Immigration Attorney, McCandlish Holton, PC

Mark Rhoads, Immigration Attorney, McCandlish Holton, PC

International students often want to participate in internships, co-op programs, or even "volunteer" work with employers in order to gain practical work experience. However, the rules governing foreign students' ability to work while enrolled in school are confusing. This session will provide understandable information regarding the rules governing foreign student work during their degree program. Issues will include "Optional Practical Training", "Curricular Practical Training", on-campus employment, and volunteer work.

Breakout #4: Where's My Trophy?

Presenter: Marilyn Honeycutt, SPHR

The Millennial, the youngest of the working generations, are growing in numbers and we still struggle in knowing how they fit into the business environment. We will be exploring the following topics:

Who are the Millennials and how are they shaped by their times. Techniques to successfully recruit and train the Millennial. Strengths and Motivators. Rules of Engagement. Nine keys to engaging the Millennial.

Breakout #5: The Idea Incubator (3 Mini-Breakouts)**Title: Quick Delivery Programming for Professional Development****Presenter: Sam Leonard Beck, Director, Student Professional Development**

We all recognize our students and new employees need professional development and information to help them successfully transition to the workplace. But who has staff, time or student/employee audiences for this material? This mini-session will present information on how you can develop brief clips to help your students/employees gain important information while branding your program as user-friendly, timely and important.

Title: Translating a Liberal Arts Education for Employers**Presenter: Christy Dunston**

Students often need help figuring out the strengths they have gained while in college, and specifically may need help showcasing those strengths in the world of work. This session will focus on the use of Dr. Katharine Brooks Mindsets activity to identify strengths, learn about career resources, and learn about planning for the immediate future.

Title: Career Services on the Go!**Presenter: Lauren Beam, Career Counselor**

Session Description: Getting college students to attend a career program, especially with so many other activities vying for their attention, can be quite difficult! At WFU, we decided to try several new outreach initiatives where we bring our show on the road to places around campus where students already are: residence halls, the library, the dining hall, etc. Come hear about our successes and how you can meet your student where they are through outreach initiatives!

Breakout #6: How MasterMinds Teams Can Help Students Reach Their Goals**Presenter: Marcy Bullock, Director of North Carolina State University College of Agriculture and Life Sciences.**

Mastermind Teams are a unique support system for students seeking jobs and internships. Small groups of motivated job seekers commit to 20 minutes of time each week with their team (like a workout buddy). When you know your buddy is going to meet you at the gym, you are more likely to show up and achieve your goals. Masterminds is used in industry to accomplish project goals and we introduced this idea to students last year with great success. If you are strapped for time and want to empower students to put in the effort necessary to reach their goals, this innovative program is for you. Your groups will move past their limitations and stretch to achieve more than they thought possible. Students are grouped based on the results of a motivational assessment and they receive a success coach mid-way through the semester. Results of the pilot groups will be shared and ideas for future improvements explored.

Breakout #7: Back in the Principal's Office: Ethical Issues in College Recruiting**Presenter: Mark Clark, Manager, College Recruiting & University Relations, Lowe's Companies, Inc.**

A review of the issues, problems and dilemmas faced by the NACE Professional Practices Committee, how they were addressed and handled and what we can learn from those issues to better serve and recruit tomorrow's students and business leaders. Participants will learn to identify and apply NACE & NC ACE resources useful for ethical problem resolution in the recruiting function and gain insight on current ethical issues being faced by recruiters and career services practitioners. We will review issues/problems/dilemmas faced by recruiters and career service professionals and learn about the way the committee has addressed such issues in the past.

Breakout #8: For Crying Out Loud: How do we get More Students Engaged?**Presenters:****Glenda Lee, Associate Director Career Services Duke University, Nicholas School of Environment****Karen Kirchof, Assistant Dean Career Services, Duke University****Saskia N. Clay-Rooks, Senior Career Specialist, Duke University, Nicholas School of Environment****Thelma Jernigan, Staff Assistant, Career Services, Duke University Nicholas School of Environment**

It's a fact. Students often do not know what's good for them. Colleges: How can you get students to receive your advice in regards to resume writing, informational interviewing and following-up? Employers: How can you get more students to attend your on-campus recruiting events? We've heard your cry! Come to this session if you are looking for new ways to package essential programs and information. You will see a live performance of a fun orientation skit, learn about an interactive group session on the hiring process and gain a fresh perspective on how to make the language in your marketing materials more compelling.

Breakout # 9: Students as Skills Seekers – Developing Skills Sought by Employers**Presenters:****Thom Rakes, Career Center Director, University of North Carolina-Wilmington****Karen Thompson, Associate Director, University of North Carolina-Wilmington**

Year after year, regardless of job market conditions, employers have a very similar wish list for candidates' skills and qualities. Participants will explore a list of the "Top Seven" skills distilled from employer surveys published by eminent national associations, universities and research groups. Discussion will include how we can encourage students to take advantage of opportunities to explore and develop each particular skill or behavior--in and out of the classroom. A strong set of these skills and behaviors can increase students' marketability for internships, jobs and graduate school.

Breakout #10: Transnational Employment Issues**Presenter: Jennifer Parser, Immigration Attorney, Poyner & Spruill, LLP.**

This session will cover two broad topics: 1) visa options for visiting foreign employees; and 2) developments in I-9 compliance for the hiring of any employee (US or foreign), Immigration and Customs Enforcement's broad mandate to audit and how to prepare for same familiarity with US immigration law and I-9 compliance as it relates to academic institutions

Breakout # 11: Phones and iPads and Laptops – Oh MY!**Presenter: Eddie D. Lovett, II, Computer Consultant at North Carolina State University**

Come learn how about the free and paid resources that can make your life more organized, more connected and frankly, COOLER. Attendees will gain an understanding of the new and quickly changing trends with these devices and a working knowledge of services that can help create a virtual office. You will leave with a quick start plan of utilizing services to get organized and increase productivity. There will also be time for plenty of Q&A

Breakout #12: Innovative Programming Relating Business Careers to Non-Business Students

Presenters:

Jeff Sackaroff, Associate Director of University Career Services at the University of North Carolina at Chapel Hill

Sue Harbour, Senior Assistant Director for Undergraduate Business at the University of North Carolina at Chapel Hill

Employers across a variety of industries recruit non-business students for business-related functions. Non-business majors are not always aware of their options or relative skill sets. In this session, we will discuss an innovative program to help broaden the scope of business functions through collaborative efforts with business professionals. Participants will learn about a best practices model for counselors who work with non-business majors who have an interest in business-related careers and engage in an open dialogue to discuss effective methods for building collaborative employer relationships.

Closing Keynote: Arik Abel

Improv to Innovation

Arik Abel has worked in various creative areas over the past decade, including advertising, video creation, website content development and more. He is currently Director of Digital Content for French/West/Vaughn, an advertising and public relations agency in Raleigh, and he also serves on the Board of Directors for the Triangle Interactive Marketing Association. Abel is also an active improv actor. He studied and performed improv at The Upright Citizen's Brigade Theatre in NYC and Unexpected Productions in Seattle.

Session Description: Abel says, "Learning the fundamentals of improvisation is probably the best thing I ever did for my professional development. It will change the way you communicate with others and approach problems for the better," and in this session he will discuss how improv tools can help you do your work more effectively and creatively. Improv to Innovation explores the way we interact with the world. Participants learn the laws of improv and effective collaboration and focus on leaving your agenda behind, listening with intense focus, understanding the customer, and failing fast and recovering faster.