



CACEE Ontario Regional On-campus Recruitment Conference Program

Tuesday, December 7, 2010

- 8:00– 8:45 am** **Registration and Breakfast** *sponsored by TD*
- 8:45 – 9:00 am** **Conference Opening**
- 9:00 – 10:00 a.m.** **Featured Speaker**
Mark Bowden, Creator, TruthPlane Communication Training
Learn the Secret Body Language and Verbal Skills that Inspire, Motivate & Have People Remember You
- Mark Bowden will take Conference delegates on an exciting and humorous journey to understand how “It’s not often what you say – but how you say it, that gets results!” Renown trainer to Fortune 50 CEOs and G8 Leaders, Mr. Bowden will demonstrate how perceptions can be completely altered by a simple gesture or action, while training his audience in simple techniques that create ideal communication in the most crucial situations. Learn how to win the hearts and minds of your prospects, customers, stakeholders, partners and colleagues through Mark's powerful presentation.
- 10:00 –10:30 a.m** **Networking Break**
- 10:30 – 11:45 a.m.** **Special Presentation**
Campus Recruitment Outlook 2011
Paul Smith, Executive Director, CACEE
Graham Donald, Founder & President, Brainstorm Strategy Group Inc.
- 11:45 – 1:00 p.m.** **Lunch**
- 1:00 - 2:15p.m.** **Workshop Series B**
- B1 Career 101 Certificate Program**
- Jan Basso, Director, Co-operative Education & Career Development, Wilfrid Laurier University
Yvonne Rodney, Director, The Career Centre, University of Toronto
Kerri Zanatta-Buehler, Employment Development Specialist, Sheridan Institute of Technology & Advanced Learning
- CACEE is pleased to announce a new professional development program which awards a Career Educator Certificate to participants upon completion. The goal of the program is to provide participants with an introduction to the Career Educator role within the Canadian post-secondary context as a means to enhancing their professional development and opportunities within the field.
- Upon the completion of this certificate, participants will have:**
- An understanding of the diverse roles of career educators and how each contributes to the career development of students

- An awareness of the role of career development programs and services within the institutional context
- An appreciation of what constitutes comprehensive and effective service delivery
- Exposure to the tools and resources that contribute to one's professional expertise

The Career Educator Certificate consists of five Modules as follows:

1. Overview to Career Education (3 hours – regional or national conference workshop)
2. Career Resources (1.5 hours – webinar format)
3. Career Coaching and Counselling (1.5 hours – webinar format)
4. Employer Relations and Recruitment (1.5 hours – webinar format)
5. Programs and Delivery (1.5 hours – webinar format)

Today's workshop, The Overview to Career Education Module, will explore these areas:

- Foundations, Purpose, Structure
- Operational Components
- Professional Standards
- Career Centre Management Systems
- The Profession and Networks

B2 Recruiter 101 Certificate Program *sponsored by Enterprise Rent-a-Car*

Jennifer Ricci, Mobilicity

Upon the completion of the Recruiter certificate, participants will have:

- Overview of what's required in today's market to successfully recruit on campus
- Understanding of the basics of building a world-class on campus recruiting function in your organization
- Insight into the best practices from top student employers
- Tools and direction on how to apply these learning immediately

The Recruiter Certificate consists of three Modules as follows:

1. Identification, selection and Onboarding
2. The Critical Student Experience
3. Building a Lasting Brand

The first Module of the Recruiter Certificate is an Overview and will explore these areas:

- So, You Want to Hire a Student
- Spreading the Word
- Identifying Talent
- Selection and Offer Process
- Successful Onboarding

B3 Integrate, Don't Interrupt: Reaching Gen Y with Digital Media

Lauren Friese, Founder, Talentegg.ca

Abstract: Generation Y are ad-blocking ninjas – they're used to accessing information and entertainment when they want it, where they want it. For campus recruiters looking to reach top talent, this means

that when exploring the world of digital and social media, context is more important than ever.

Leveraging a deep and personal understanding of Generation Y communications and behaviours, Lauren will lead a discussion on campus communications and the importance of context when reaching this specific demographic, as well as how this relates and fits into the current digital and social media landscape.

B4 From the Ground Up: Building an In Demand COOP Program

Celena Wood, Recruitment Specialist & Coop Program Manager,
eHealth Ontario

Abstract: What you need to know from the perspective of the Business, the Schools and the Students.

Business: Designing the program - where is there a need - identifying gaps in the business getting executive buy in, and managerial support by focusing on both immediate and sustainable benefits, building awareness. Celebrate success!

Schools: Targeting the market; the best source for IT and finance students may not be the same. Do your research - one size does not fit all. Find the passion - follow it. Many coop offices are looking to partner with your organization, but some lack a defined process. Timelines are short, focus on the best in the business.

Students: Why should your organization be their first choice? Interview face to face, grab their attention. Build meaningful work experiences; never underestimate the value of student contribution. Real success is measured by converting students into high performing employees.

B5 The Impact of Social Influence Marketing and Web 2.0 on Employer Brands

Steven Ehrlich, Global Vice President, TMP Worldwide Advertising & Communications

Heather Machado, Director, Business Development, TMP Worldwide Advertising & Communications

Abstract: Over the past five years we have seen a significant shift in how people consume and create media. This shift has impacted our lives from how we communicate with friends and family to how we research purchases and more importantly careers. TMP Worldwide's Steven Ehrlich will discuss the evolving recruitment landscape and the impact of Social Influence Marketing and Web 2.0 on employer brands. Steve will make you rethink your current strategies, help you achieve better ROI, and help you plan for the future.

2:15 - 2:45pm

Networking Break

2:45 – 4:00 pm

Workshops Series C

C1 Career 101 Certificate Program

See Abstract Above

C2 Recruiter 101 Certificate Program

See Abstract Above

C3 How companies and schools are using social networking to help them achieve their goals (Panel Presentation) *sponsored by the University of Guelph*

Nathan Laurie, Publisher, Jobpostings Network - Moderator

Abstract: TBA

C4 Helping students “accelerate” the job search process

Tas Hudani, Work Experience Coordinator, University of Toronto
Career Centre

Ron Wener, Employment Coach, University of Toronto Career Centre

Mary Giamos, Career Management Consultant, University of Toronto
Career Centre

Abstract: We’ve all seen them - students approaching graduation with limited work experience. Most recently at our campus, a university department put out a call for summer volunteers and was inundated with applications from senior students and recent graduates who had no work experience. In response to this, the University of Toronto Career Centre piloted the Career Accelerator Program (CAP) to help this group gain valuable hands-on skills and experience. We all also invited our partners in Student Life to participate as work placement hosts. Their projects, along with other unique program components such as weekly “challenges” and small group coaching, resulted in a transformative experience for both students and staff!

C5 CACEE Fall 2010 Recruitment Review Roundtable – Key Outcomes

Angela Fennelow, Director, Career Sales Force Recruiting and
Selection, Sun Life Financial

Kristian Gaetano, Relationship Manager, Rotman Commerce

Abstract: TBA

4:00 – 4:15 p.m.

Conference Closing