Better Together

2017 Conference
Vancouver, BC

CONFERENCE PROGRAM
May 28–31, 2017
Welcome from your Presidents

It is our pleasure to welcome you to the inaugural National ACE/CACEE/CAFCE Conference in beautiful Vancouver. Bringing together co-operative education and career services practitioners and employers from across Canada, we hope you find the program informative and thought-provoking.

The Better Together joint conference convenes members of the Association for Co-operative Education BC/Yukon (ACE), the Canadian Association of Career Educators & Employers (CACEE) and the Canadian Association for Co-operative Education (CAFCE) to collaborate and share ideas as we pursue our goal of supporting our students.

The program offers a broad range of speakers including our keynote address from Max Valiquette, one of Canada's best known culture and media experts and commentators. Marilyn Mackes, Executive Director of the National Association of Colleges and Employers (NACE), will address career readiness and employability. The World of Work for 2020 will be explored through a panel discussion moderated by Mat Westcott, Head of Global Campus Recruitment, TD Bank.

In addition to a wide variety of breakout sessions, we encourage you to visit our vendors displaying their programs and services in our Exhibitor Showcase. You will also have many networking opportunities and evening social events including the Welcome Reception on Sunday, the Hospitality Suite on Monday and the Gala Reception and Dinner on Tuesday.

The conference offers a robust combination of educational sessions and the opportunity to participate in discussion with colleagues as we continue to work Better Together.

Yours sincerely,

Claudia Sperling  
University of Victoria  
President – ACE-BC/Yukon

Dan Relihan  
Accounting Profession Representative  
President – CACEE

Anne Marie Fannon  
University of Waterloo  
President – CAFCE
Welcome from your Conference Committee Co-Chairs

Welcome to beautiful Vancouver and Better Together 2017! We are thrilled to have you join us at this inaugural National conference hosted by the Association for Co-operative Education BC/Yukon (ACE), the Canadian Association of Career Educators & Employers (CACEE) and the Canadian Association for Co-operative Education (CAFCE). This collaborative initiative represents a significant partnership between our three associations as we continue to explore ways to share resources and ideas among co-operative education practitioners, career services professionals and employers.

We are confident the next few days will deliver comprehensive educational sessions, engaging discussions, a robust Exhibitor Showcase and ample networking opportunities. We hope you have the opportunity to share successes and challenges with your colleagues, to learn from one another and to have a little fun along the way!

We are pleased to offer a mobile event app provided by Eventus that will keep you current with session times, locations, and program details. There will be lots of information readily available to you at our Information Desk as well. And, of course, your feedback on the program is always very important to us, so please don’t hesitate to provide us with your thoughts throughout the conference and via our on-line survey afterwards.

We would not be able to undertake a conference of this magnitude without the generous support of our many sponsors, our organizations and our many hard-working volunteers. We cannot thank all of you enough for everything that you have done to ensure the success of this joint initiative.

If you have any questions throughout the next few days, please visit the Information Desk or look for one of your Conference Co-Chairs.

Thank you again for joining us; we hope you enjoy Better Together.

Sincerely,

Claudia Sperling
University of Victoria
ACE-BC/Yukon

Nancy Moulday
TD Bank Group
CACEE

Scott Davis
University of Waterloo
CAFCE
## Conference Agenda

**Legend:**
- Full Delegation Sessions
- Concurrent Breakout Sessions (see schedule)
- Receptions & Networking Events
- Meals, Breaks, Award Ceremonies

**Optional social events & time for exploring Vancouver!**

### Vendor/Exhibitor Tables
- **SUNDAY MAY 28:** 9:45 to 4:00
- **MONDAY MAY 29:** 8:00 to 4:00
- **TUESDAY MAY 30:** 8:00 to 4:00
- **WEDNESDAY MAY 31:** 8:00 to 4:00

### Welcome Reception
- Sponsored by SFU
- 15 minute walk to Granville Street
- 4:30 to 5:45

### Delegates on their own
- **MONDAY MAY 29:** 7:00 to 7:00

### Hospitality & Networking Suite
- Sponsored by Vector Marketing
- Point Grey
- 10:00 to midnight

### Beedie School of Business Reception
- Sponsored by SFU
- 15 minute walk to Granville Street
- 4:30 to 5:45

### Gala Reception
- 6:00 to 7:00
- Foyer by Ballroom
- Sponsored by Enterprise

### Gala Dinner & Awards
- 7:00 to midnight
- Pinnacle Ballroom
- Sponsored by Orbis Communications

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### Registration & Breakfast
- **SUNDAY MAY 28:** 7:30 AM to 8:15 AM
- **MONDAY MAY 29:** 7:30 to 8:45 AM
- **TUESDAY MAY 30:** 8:00 to 8:45 AM
- **WEDNESDAY MAY 31:** 8:00 to 8:45 AM

### Opening Remarks & Welcome
- **SUNDAY MAY 28:** 7:30 to 8:15 AM
- **MONDAY MAY 29:** 8:00 to 8:45 AM
- **TUESDAY MAY 30:** 8:00 to 8:45 AM
- **WEDNESDAY MAY 31:** 8:00 to 8:45 AM

### Keynote Address: Max Valiquette
- Sponsored by Waterloo
- Pinnacle Ballroom
- **MONDAY MAY 29:** 8:45 to 9:45 AM

### Optional Social Activities
- **SUNDAY MAY 28:** 9:00 to 4:00 AM
- **MONDAY MAY 29:** 9:00 to 4:00 AM
- **TUESDAY MAY 30:** 9:00 to 4:00 AM
- **WEDNESDAY MAY 31:** 9:00 to 4:00 AM

### Lunch
- **MONDAY MAY 29:** 1:30 to 2:30 PM
- **TUESDAY MAY 30:** 1:00 to 1:30 PM

### Breakout Sessions
- **MONDAY MAY 29:** 9:15 to 10:15 AM
- **TUESDAY MAY 30:** 10:30 to 11:30 AM
- **WEDNESDAY MAY 31:** 10:30 to 11:30 AM

### Gala Dinner & Awards
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## SCHEDULE

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<td>Educating all Business Students About Their Careers: Integrating Career Development Learning in Classrooms</td>
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<td>Dear First Year Me: What I Wish They Taught Me in University about how to survive the job search, university and the workplace</td>
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### TUESDAY, MAY 30

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<td>Are We Doing What We Said We Would Do? The Evolution of Evaluation at SFU Career and Volunteer Services</td>
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<td>Assessing graduate student employability through co-operative learning evaluations</td>
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<td>Ryerson’s Career Boost Program: Creating Valuable, Off-Campus Employment Opportunities for Students &amp; New Grad</td>
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<td>Developing an entrepreneurial mindset: A partnership between co-op students and industry at the University of Ottawa</td>
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<td>Dear Students, Dear Students: I’m not going to make bricks without city (or) How a UK university career centre uses data to construct its provision</td>
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### WEDNESDAY, MAY 31

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<td>An “Audit” of successful strategies co-operative education students employ during GPA exams</td>
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Keynote

Max Valiquette

Max Valiquette is one of Canada's best known culture and media experts and commentators. A marketer by trade, he was the president of Youthography, a Canadian youth marketing agency, and currently sits on the Board of Directors for the Canadian Media Fund. As a strategic planner, consultant and writer, Max focuses on what's new, modern, young and now. He helps companies, organizations and brands find solutions to their problems—usually by understanding their consumers or citizens.

Career Readiness & Employability:

Can We Solve the Puzzle?

Marilyn Mackes

Dr. Marilyn Mackes, Executive Director of the National Association of Colleges and Employers (NACE), leads an organization of over 3,000 employing organizations and educational institutions with 11,550 individuals engaged in the career development and employment process of college students and alumni. Mackes has been a consultant and trainer in the college relations and recruiting field for more than 20 years and has presented to various professional, business and government organizations in the United States and abroad.
Kathy Denton
President & CEO, Douglas College

Dr. Kathy Denton is the President and CEO of Douglas College. She obtained her PhD in Psychology from the University of Western Ontario, and is a postdoctoral Fellow of the Social Sciences and Humanities Research Council of Canada. Dr. Denton has worked at Douglas College since 1993, first as a faculty member, then in a sequence of administrative positions: Chair of Psychology, Dean of Humanities and Social Sciences, Vice President Academic and Provost.

As VP Academic and Provost, Dr. Denton was responsible for all educational programs at the College, as well as the professional development and research activities that enable faculty to stay current and engaged. Her responsibilities also included external partnerships related to educational programs and research. Dr. Denton played a key role in developing and implementing an innovative degree partnership program with SFU. She also introduced a first year program that enables students to explore their interests before making a commitment to a specific area of study. These and other initiatives reflect her commitment to student mobility, flexible curriculum, and system-wide planning and cooperation.

Although Dr. Denton has spent most of her career in administrative roles, she has continued to stay active in research. She is interested in social processes that support people’s misrepresentations of themselves, including their failures, personal limitations, and moral transgressions.
Nancy Johnston  
Associate Vice-Provost, Students and International, Simon Fraser University

Dr. Nancy Johnston is the Associate Vice-Provost, Students and International, at Simon Fraser University in Burnaby, British Columbia, where she is responsible for service and program divisions including Registrar and Enrolment Services, Student Affairs (including WIL and International Services for Students), Student Recruitment and Success, and Athletics and Recreation. Nancy was the former Director of Co-operative Education and a leader in pioneering the implementation of Strategic Enrolment Management (SEM) at SFU. She holds an associate professorship in the Faculty of Education where she teaches in the areas of experiential and work integrated learning.

Nancy is a member of the World Association for Work Integrated Learning (WACE) Board of Governors, a faculty member at the WACE Institute on High Impact Experiential Learning, and a founding member of the WACE, CAFCE and ACEBC Research Committees. She is also a Board member of the Canadian Bureau for International Education (CBIÉ) Board and is published in co-op and international education related journals and books on the subject of experiential learning curriculum design, implementation, and assessment as well as international student success.

Recent research includes a study examining experiential education in the BC post-secondary system, and an international research project investigating Sub-Saharan African Student Success after graduation (2016). She is currently completing work on a multi-institutional study of BC Employers Perspectives regarding Hiring Students from International Pathways. Dr. Johnston has published a chapter in The World is My Classroom: International Learning and Canadian Higher Education (2013) and one in progress entitled Navigating Continuous Change: A Focus on Self-Direction and Skills and Knowledge Transfer, to be published in 2017.

Val Litwin  
President & CEO, BC Chamber of Commerce

Previous to his role with the BC Chamber of Commerce, Val served as CEO of the Whistler Chamber of Commerce for three years. During this time, he grew its membership base, launched a world-class educational partnership with the Gustavson School of Business at the University of Victoria (which was featured on Forbes.com) and reinvigorated the Chamber’s brand to the point where Whistler had one of the fastest growing membership bases last year.

In 2007, Val co-founded a first-to-market concept, Blo Blow Dry Bar, which has since grown to more than 70 locations worldwide. In 2011, as Vice President of Franchise Operations at Nurse Next Door, Canada’s largest homecare company, he helped drive the franchise system’s fast growth into the US market – adding almost 70 locations to the brand in under 3 years.

Val is also well-versed in the social enterprise space. In 2002, he co-founded Extreme Kindness and launched volunteer tours and a web series based on committing random acts of kindness across Canada and the U.S. The tours evolved into a best-selling book on corporate social responsibility and the power of communities to build social capital.
Scott MacDonald
Assistant Deputy Minister, BC Ministry of Jobs, Tourism and Skills Training

Scott MacDonald was appointed Assistant Deputy Minister, Labour Market and Information Division in the fall of 2013. The Division takes a leadership role in implementing BC’s Skills for Jobs Blueprint by ensuring that skills training programs across the Province are closely aligned with BC’s labour market needs and priorities. This work is supported by the other main functions of the Division which include providing detailed and accessible labour market data to improve public, private and individual workforce decisions, as well as implementing the newly formed BC Center for Data Innovation.

Scott has extensive leadership and public sector experience. Prior to his current portfolio, Scott was the Chief Executive Officer for Pacific Carbon Trust, a crown corporation of the BC provincial government. Scott has also served as Assistant Deputy Minister for the BC Ministry of Education, setting provincial education policy and curriculum standards.

Daniel Muzyka
President & CEO, Conference Board of Canada

Dr. Daniel F. Muzyka is the President and Chief Executive Officer of The Conference Board of Canada and the RBC Financial Group Professor of Entrepreneurship at the University of British Columbia's Sauder School of Business. He is Vice-President and Chair of the Natural Sciences and Engineering Research Council of Canada (NSERC), and was previously Dean at the Sauder School of Business at UBC. He has worked and taught at institutions including the Harvard Business School, INSEAD, Babson College, Northeastern University, Wharton School (University of Pennsylvania) and Williams College.

Dr. Muzyka has extensive experience in academics, business, and public policy and has participated on a number of boards of companies, venture capital funds, and not-for-profit and government groups. He worked in finance and strategy with General Electric and was a strategy consultant with Braxton Associates. He has been a board member and consultant to several other business and not-for-profits, including Vice Chair and a public director of the Investment Industry Regulatory Organization of Canada (IIROC), the Vancouver Board of Trade (Past Chair), Graduate Management Admissions Council (GMAC), New Ventures B.C., and the European Venture Capital Association. Dr. Muzyka chaired NSERC's Expert Advisory Committee on Partnerships and Innovation.

Dr. Muzyka currently serves or has served on various government councils, including task forces in Europe and North America. In British Columbia, he has served on the B.C. Competition Council and the B.C. Premier's Technology Council, among others. Dr. Muzyka holds a Doctorate of Business Administration from Harvard University, an MBA with concentration in Strategic Planning from the University of Pennsylvania, and a BA with Honours in Physics and Astronomy from Williams College. He has been awarded the National Order of Merit (Chevalier de l'Ordre National du Mérite) by the Government of France.
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<tr>
<th>Time</th>
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<th>Session Name</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>Monday, May 29 10:00 am-11:00 am</td>
<td>Point Grey</td>
<td>Session A</td>
<td>Reality Bytes: @RU_Coop's Adventures in Simulation-Based Learning to Boost Student Occupational Self-Efficacy</td>
<td>Taryn De Ruyter, Ryerson University</td>
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<tr>
<td>Monday, May 29 10:00 am-11:00 am</td>
<td>Shaughnessy 1</td>
<td>Session A</td>
<td>Experience Fairs: Where Students Engage Industry</td>
<td>Dana Stephenson, Riipen</td>
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<tr>
<td>Monday, May 29 10:00 am-11:00 am</td>
<td>Dundarave</td>
<td>Session A</td>
<td>Perspectives of B.C. Co-operative Education employers regarding hiring students from international pathways: Early Findings of a multi-institutional study</td>
<td>Earl Anderson, British Columbia Institute of Technology</td>
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</table>
### Employer branded workshops: Combining recruitment, learning, and student engagement
**Dan Kennedy, Ryerson University**

Employer partners are increasingly asking career centers for unique branding opportunities that allow for better engagement and a better ability to identify top talent. Meanwhile, students are looking for opportunities to connect with employers in a more meaningful way while also learning and developing skills that are relevant to current market demands.

The TRSM Business Career Hub recently collaborated with Deloitte Digital to administer a unique series of workshops entitled “Salesforce Development and Cloud Computing Consulting”. This 2 day series of workshops was attended by 25 fourth-year students interested in the topic of consulting and cloud computing. Students gained real world advice, mentorship, and learnings from Deloitte Digital consultants. At the same time, Deloitte Digital used the workshop to increase the on-campus brand awareness and as a means to identify and recruit students who demonstrated an aptitude for the subject matter.

The workshops were so well received by both students and employer representatives that Deloitte Digital has committed to run the workshops twice a year. Once in the fall semester, to recruit for full time and rotation program positions and once in the winter semester to recruit for summer employment, internships, and co-op positions. This has significantly improved the relationship between Deloitte Digital, The TRSM Business Career Hub, and TRSM business technology students all at a reasonable cost in both money and time.

### Better Together: Supporting First Year Co-op Students through a Collaborative & Engaging Approach
**Jasmine Bassi & Sheila Ashwell, University of British Columbia**

Creating a comprehensive training program for new co-op students can make all the difference in how they feel about their co-op experience and their readiness for their co-op journey. In 2015, the UBC Arts Co-op Program created and implemented an advising strategy and policy, which is a framework to provide students with the skills and confidence they need to approach their job search and first co-op work term. Within one year, the program saw a 30% increase in the number of students that found a work term. But we couldn’t do this alone! Our student association, senior students, alumni and employers play a big role in working alongside us to facilitate the learning that takes place in their first year. They play a large role at our pre-employment training conferences (a three part series), which includes everything from reviewing student applications in group format, participating in networking sessions and panels, and providing feedback to students during group practice interview sessions.

### How Co-operative Education Helps Engineering Students develop the Necessary Graduate Attributes for Career Success
**Gordon Jin, Geoff Smith & Claire Avery, Memorial University**

Engineering degree programs in Canada are reviewed, evaluated and accredited by Engineers Canada, under the auspices of the Canadian Engineering Accreditation Board (CEAB), to ensure the education necessary for professional licensure in Canada. Engineering accreditation in Canadian universities have traditionally been input-based, with a focus on the number of contact hours, course content, laboratory hours, student-to-teacher ratios, etc. Through international agreements, this has changed, as Canada and other countries are shifting towards outcomes-based accreditation systems. In 2010, the CEAB started the process to review engineering programs across Canada to assess graduate attributes within the educational curriculum. Beginning in 2014, for accreditation, the CEAB required that undergraduate engineering programs in Canada are actively working to develop and demonstrate the twelve (12) graduate attributes that should be possessed by practicing engineers. This required engineering schools to have a system in-place for the outcomes-based assessment of graduate attributes and curriculum enhancements developed to meet this mandate.

### Walking with our Students into the Village of the Future: Takes One to Know One ;)
**Melanie Coleman, University of Toronto**

We asked students, alumni, employers, faculty and staff one question - “what does future-ready student mean to you and what do students need to be ready for the future?” We recorded their answers using design-thinking methodology and learned their truths, enabling us to innovate and design for them to revolutionize the student experience at the University of Toronto. The truth is out there, and we have it. Can’t wait to share it with you!
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<tr>
<td>Monday, May 29</td>
<td>11:05 am-12:05 pm</td>
<td>Ambleside 2</td>
<td>Session B</td>
<td>careerSpark: 10 minutes into your future</td>
<td>Cynthia Jairam-Persaud, University of Toronto Scarborough</td>
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<td>Now in its 7th year, careerSpark is one of the University of Toronto Scarborough’s innovative signature pieces of programming which engages Arts &amp; Science co-op students, faculty, employers, alumni and community partners in an evening of networking, promotion, career exploration and motivation for all parties involved. Students network with potential future employers and employers meet prospective employees, other industry professionals, and faculty members. Students promote their skills and employers promote their organization, product or position. There is a buzz and excitement in the air and the evening leads to new contacts, mentors, job opportunities, offers and partnerships.</td>
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| Monday, May 29 | 11:05 am-12:05 pm | Point Grey     | Session B | Decoding the Gen Z Factor-What Gen Z students are looking for from their employers in their Internships, Co-ops and First Careers | Mary Barroll, TalentEgg |
|              |                    |                |         | For the first time Gen Z students are looking for their first internship or co-op or will be graduating from University. Every year, TalentEgg conducts a nationwide survey of student opinions, goals and preferences for their future careers and employers and has presented the survey results in a published report at our TalentEgg National Campus Recruitment Excellence Awards and Conference held each May to our audience of employers and career educators. For the past year, TalentEgg has been conducting additional informal outreach via social media and online surveys to obtain detailed feedback from the Gen Z cohort in our community of students. As a result, our 2016-2017 National Survey and Guide to Canadian Campus Recruitment will include even more robust data to help us understand this emerging demographic of young job seekers. We are excited to expand our audience for this information and drill down to details from our student respondents to the survey and provide a detailed analysis in a presentation by our President, Mary Barroll, to the 1st National ACE/CACEE/CAFCE Conference. We will also distribute free copies of the 2016-2017 TalentEgg Guide to Canadian Campus Recruitment to all delegates. |

| Monday, May 29 | 11:05 am-12:05 pm | Shaughnessy 2  | Session B | Digital Technologies in the Assessment Process: Integrating video recruitment interviews in the undergraduate Management curriculum at Leeds University Business School | Julia Braham, University of Leeds |
|              |                    |                |         | Since 2015 Faculty staff at Leeds University Business School have been encouraged to apply for additional student education funding (SEF) to deliver innovative forms of assessment using new and digital technologies. These funds coincided with a rapid growth in the number of undergraduate Management students at the Business School taking a core professional skills module with a learning outcome which states that students ‘will be able to articulate their skills in relation to their post graduate aspirations’. In previous years second year students were assessed via a face to face job interview comprised of a panel of academic staff, careers advisers and PhD students, however as student numbers increased this mode of assessment became unfeasible and time/cost intensive. An application was made to SEF to purchase a commercial digital interview platform to explore whether Video Interviews would allow the Management Division to - explore the cost effectiveness of using Video Interviews as a form of assessment - identify whether video interviews provided a satisfactory learning experience equivalent to face to face interviews - improve the competitiveness of our students by trialling a technology which is used increasingly by graduate employers for short listing purposes. This workshop will take participants through the process of using video interviews in the assessment of a ten credit level two professional skills module. It will introduce participants to the advantages and disadvantages of this form of assessment seen from the module leader’s and students’ perspective and encourage participants to evaluate whether or not this technology could be integrated into their own delivery. |

| Monday, May 29 | 11:05 am-12:05 pm | Shaughnessy 1  | Session B | Coaching Learners for Work Transitions: Embracing the New Realities | Valerie Ward, Valerie G. Ward Consulting Ltd. |
|              |                    |                |         | A sharp drop in traditional full-time jobs, rapidly emerging new work options, and employers interviewing only the most recently unemployed – these are some of the trends contributing to a rapidly changing labour market context for our professional work. Given their often diverse responsibilities, practitioners and career educators often find it challenging to identify the implications of these changes in preparing learners for today’s work transitions. This session will explore creative strategies for maintaining the heart of service while actively and efficiently coaching learners towards work life success. |
**In Search of the Big Picture: Exploring Perspectives of Work Integrated Education**  
*Cristina Eftenaru, Simon Fraser University & Natasha Mrkic-Subotic, Langara College*

The purpose of this session is to present attendees with an overview of existing co-op research in terms of what co-op education represents and how it fits within overall student education. In this session, presenters will first describe the history of co-op, followed by issues associated with co-op conceptualization and theoretical considerations, as well as empirical research related to the multifaceted process of learning in co-op and other work integrated programs. The second part of the session will focus on types of student work experience options, and specifically how international students and employers benefit from these as drawn from the presenters’ experience from two different institutions.

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**Effective Intercultural Communication: Online Curriculum to Better Prepare Students for Global Marketplaces**  
*Heather Williams, Simon Fraser University*

Better Together implies a connection that enhances experience. Working on intercultural development in today’s global marketplace is critical for students who wish to be successful in creating professional connections in our increasingly diverse, global, digital workplaces. This presentation will describe the development and initial impact assessments of intercultural communication curriculum. This work was built on a needs assessment using Bennett’s (1986) Developmental Model of Intercultural Sensitivity and also framed by theorists such as Deardorff (2011), Hofstede (2001) and Goleman (2002). Working collaboratively with the Indigenous Student Centre and experts in the field this curriculum also addresses the Truth and Reconciliation Council’s call to indigenize curriculum by including stories and ways of learning from our First Nations Peoples. The curriculum has been developed within a unique partnership between the Work Integrated Learning office in Student Services and the Centre for English Language Learning Teaching and Research in the Faculty of Education at Simon Fraser University.

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**A Pan-University Approach to Experiential Education**  
*Kathleen Winningham & Julie Rahmer, York University*

In this session learn how York University – Canada’s third largest University – developed an integrated approach to experiential education (EE) designed to improve engagement with EE stakeholders, prevent duplication of services, increase efficiencies and optimize resources. The directors from the York University Career Centre and the newly created YU Experience Hub will discuss the evolution of this new approach at York and share successes and challenges encountered along the way.

In 2013 York University established a working group to provide advice about the integration of EE approaches in York’s degree programs. The Working Group developed a Discussion Paper that included a draft of EE Common Language to serve as a tool for consultations with, Faculties, students and community partners to encourage conversations about the integration of EE strategies to enhance student learning. As a result of these consultations, several key themes emerged to support the creation of a coordinated, pan-university approach to advancing EE that would: create more EE opportunities for students, engage Faculties, facilitate connections with community partners, foster collaboration among key stakeholders and showcase York’s successes. Learn how these themes informed the infrastructure proposal that recommended:

1. The creation of a new pan-University “YU Experience Hub” to meet the functional requirements of providing EE support for faculty members, students and community partners.
2. The establishment of EE Coordinators in each Faculty to support the integration of EE into all degree programs.

The creation of the YU Experience Hub in June 2015 cemented York University’s commitment to EE. The YU Experience Hub supports opportunities to develop new community partnerships as an important point of access that links community partners with faculty contacts. The Hub also provides support to Faculties in administering internships and co-op programming. As it evolves, the YU Experience Hub will become the home of a database of community partners, standardized and simplified risk management documents and procedures, and will offer logistical support. Easily recognized by community partners and other stakeholders looking to engage in EE, the YU Experience Hub promotes best practices and showcases the breadth and depth of work underway at York University to foster experiential education opportunities in the classroom, community and workplace.

Learn how the new Hub has spawned collaboration among Faculties, students, staff and the employer community and come prepared to share best practices (or evolving ideas) about enhancing EE through collaboration.
### Monday, May 29

#### 1:30 pm-2:30 pm

**Shaughnessy 2
Session C**

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<tr>
<td><strong>Expectation versus reality: supporting students through self-discovery in co-op</strong></td>
<td>Lindsay Byers &amp; John Daggett, Georgian College</td>
<td></td>
<td>This session will discuss the results of a new initiative to compare student work term expectations in the beginning of their program, with actual work term experiences. We will examine data compiled from a student completed needs assessment at the beginning of semester one, completed by co-op students in the Hospitality and Tourism program area. This data will be compared to students' actual work integrated learning experience for work term one and discussed for themes, and unique take-aways. We will examine the potential influences contributing to student expectations and choice of work term and the student decision making process throughout their first year of studies.</td>
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#### Monday, May 29

#### 1:30 pm-2:30 pm

**Point Grey
Session C**

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<th>Title</th>
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<th>Location</th>
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<tr>
<td><strong>The Role of Career Development at a time of Change: An Emphasis on Employer, Higher Education, &amp; Student Relations</strong></td>
<td>Natasha Mrkic-Subotic, Simon Fraser University</td>
<td></td>
<td>This session will present early research on the effects of a new work experience model, describing the reasons for the new model as they relate to government policy, education institutional strategic goals, and trickle down to staff that work in these institutions. Often a new direction that an institution takes determines new patterns of work, as well as different programming priorities. In this session there will be an opportunity to hear about how this model helps both employers and students, and also an opportunity to explore further opportunities in order to strengthen connections between Higher Education, Industry, and Community for the benefit of all key players, and especially our Students.</td>
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#### Monday, May 29

#### 1:30 pm-2:30 pm

**Dundarave
Session C**

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<tr>
<td><strong>Sponsored by: We're not who you think we are: exploring workplace fluidity in a corporate culture</strong></td>
<td>Dheeraj Dhull &amp; Rhianna Cote, Manulife</td>
<td></td>
<td>Like many organizations, Manulife has taken an innovative approach to attracting and fostering talent within the millennial talent pool. This means really understanding what millennials want and need from an employer with regards to the work itself, company culture and overall experience. In order to provide innovative opportunities to students, driving the concept of workplace fluidity is key to the Manulife recruitment strategy.</td>
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We warmly invite creatives to step into IT spaces, partner with technical experts and create something new. We welcome those that question the way things are done and we honour adaptability and an eye for change. We don’t believe that career development is a straight line. It is a journey of experiences that open your eyes and push your boundaries to think differently and embrace new ways of doing things.

Within this new and innovative approach to recruitment, the goal of the Manulife co-op program is to bring forth more than just technical expertise learned through day-to-day tasks. While students are with us, the goal is to develop well-rounded individuals that are driven, self-aware and adaptable. We do this by providing opportunities for students to connect with the various Manulife tools and resources available, partake in philanthropic student-led events, and individualized programming. We offer a speaker series, personal brand workshop, networking sessions and more to help develop the growth of a workforce with big ideas. By taking a holistic approach to employee development, and by creating programming specific to who and what we know millennials are, the organizations students may have deemed dull or outdated are able to take on an identity that matches the need of a prevalent generation in the workforce.

In partnership with changes and updates to attract and retain young talent, we have introduced a fresh perspective to branding and education that launches us into the stratosphere of communicative practices relevant to our growing and changing audience. It is vitally important to connect with students in ways that resonate with them – through online social channels, networking events and unique event opportunities on campuses, we are visible to the masses and we own what that visibility looks like and how it’s changing

Education of co-op educators is equally important as these members provide guidance to students through the recruitment process. Understanding the importance and tools in which employers and educators can connect, leads to better student experience. With the ability to draw on Manulife’s experience, we hope to bring to light ways that employers and educators can be involved in the development of students in non-traditional ways.
Monday, May 29
1:30 pm-2:30 pm
Ambleside 2
Session C

8 Things Every Campus Recruiter Should Know (and Do Well!)
Graham Donald, Brainstorm Strategy Group Inc.

Becoming highly successful at attracting, engaging and hiring the right students and graduates may not be rocket science, but even the most experienced recruiters overlook some key elements. Sometimes senior leaders look for a “magic bullet” or shortcut for the campus team; perhaps expecting that new online tools or some extra marketing dollars will give them an upper hand. But a careful examination of some of the most successful employers on campus tells a different story. This presentation will focus on highlighting and creating discussion around 8 things highly successful organizations do on campus that are often underestimated by their competition. Both employers and employer relations professionals will leave with some valuable “to do” items and immediate next steps.

Monday, May 29
2:45 pm-3:45 pm
Ambleside 1
Session D

Dear First Year Me: What I Wish They Taught Me in University about how to survive the job search, university and the workplace
Michael Tacorda, University of Toronto, Scarborough

What advice would you give if you had a chance to go back in time and talk to yourself the day before the first day of university? How about the day of your first interview? Or your first day of work? As career educators, the tradition has been to focus on teaching how to get the job as opposed to what to do on the job let alone how to survive this thing called university. But what if we challenged that antiquated notion and took a “misdirection” or a “pump fake” learning approach? Is it possible to teach students what they need to succeed in their job search while inherently building their abilities to succeed in university and in the workplace? How does implementing growth mindset and resiliency training enhance the student experience and affect their success in our programs? What impact does teaching students about behavior modification and associative memories have on their performance and engagement levels? Will using improv teach and build stronger interview skills, attention to detail and how to thrive in a dynamic workplace? This is a story of what happens when you teach the traditional job search tools through a holistic lens to student development focusing on cultivating a growth mindset, character, habits, and resilience as you tackle the challenge of scaling up operations while keeping in mind that it is always someone’s ‘first day.’

Monday, May 29
2:45 pm-3:45 pm
Point Grey
Session D

Making the Most of your Co-op Experience—the employer perspective
Natalie Romero, Linamar Corporation

The purpose of our presentation is to help career educators and co-op practitioners prepare students for the application and interview process as well as how they can help students prepare for their co-op terms. We would like to focus on how employers, students and co-op practitioners can work together to create a successful work term.

The session will help career educators and co-op practitioners understand how they can work together with employers and students to create a positive work term.

Monday, May 29
2:45 pm-3:45 pm
Dundarave
Session D

Playing the Field: Language Use Strategies in Job Postings and Applications Across Disciplines
Allison Benner & Barbara Svec, University of Victoria

In this workshop, we discuss findings of an exploratory study into the words that co-op employers and co-op students use most frequently in their job descriptions and applications across five co-op programs at the University of Victoria (Business, Education, Humanities and Fine Arts, Public Administration, and Social Sciences). The research is based on a database of over 200,000 words selected from over 800 job postings and applications from 2011 to 2016. The purpose of the research is (a) to identify cross-disciplinary and discipline-specific trends in the language used to describe job qualifications; (b) to highlight similarities and differences in the ways that successful and unsuccessful applicants describe themselves when applying within and outside their disciplines; and (c) to discuss how co-op practitioners and career educators can draw on these findings to promote successful outcomes when working with employers and students. Specifically, the study suggests ways that employers and co-op applicants can be more intentional in their use of language in the recruitment and application process. Students who want to access opportunities outside their own primary discipline may need to attend to the language typically used by employers in that field. Conversely, depending on the students they are trying to attract, employers may need to be flexible in the way they describe job functions. While the study is focused on co-op postings and applications, the findings have relevance to employers and applicants in the broader job market—especially to applicants who are trying to find opportunities in a wide variety of employment sectors in a rapidly changing job market.
### Student Personal Business Plan: A Career Development Strategy

**Brad Erikson, University of Victoria**

Students become engaged in a process to drive their own career strategies by creating a living personal business plan based on reflection, visioning, research, SMART goals, activity tracking, peer discussion and regular plan updates. Commencing six weeks prior to their first academic semester, continuing through each semester of their program and concluding after graduation, students are supported by and receive guidance from a professional development team of educators. The process involves required, optional and self-directed activities.

This process (The Personal Business Plan) was developed to have students take active ownership of their career journey. This addresses two common misconceptions that:

1. Co-op Education and Career Programs will “deliver” employment to students, and
2. “My dream career” will suddenly become clear to me by happenstance.

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### Educating all Business Students About Their Careers: Integrating Career Development Learning in Classrooms

**Lisa Higashi & Yas Azarapajouh, Simon Fraser University**

For educational institutions, there is pressure to teach “hard skills” and career development skills for students to succeed (Hansen, 2012). This shift has led to career education becoming an integral component for all students in their undergraduate programs. At a large comprehensive university, which is primarily a commuter campus, engaging students to participate in voluntary career development workshops can be a challenge. At the Beedie School of Business at Simon Fraser University, all Bachelor of Business students are required to complete six career development workshops prior to graduation. For optimal impact, the Career Management Centre has integrated our workshops into three core business classes to work with business students at different points of their educational program. Join us to learn about how faculty and staff at SFU have collaborated to plan and deliver innovative career development models. Using the online learning medium traditionally used by faculty, new career development modules have been designed that incorporate various multi-platform media tools and strategies. In addition we have been bridging the gap between academics and industry by inviting professionals to interact with students to develop their skills for a career advantage.

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### (my) Blueprint for Education & Career/Life Planning

**Damian Matheson & Gil Silberstein, myBlueprint**

There are many education technology companies who do 1 thing really well. But in today’s world, when you are trying to develop a truly specialized and engaging program for your students, no one has the time to learn 20 different tools for 20 different purposes.

Over the past 11 years, myBlueprint has built up a user base of nearly 1 million Canadian students in over 300 K-12 school districts. Through strong partnerships, and an ongoing commitment to customization, we have learned how to develop an engaging, user friendly, one-stop shop to support the education, career and life planning needs of Canadian students.

We are now evolving the platform and learning from people like you with the launch of the myBlueprint Post-Secondary Edition (PSE).

This session will provide:

- What we have learned thus far as we have explored the Post-Secondary market
- An overview of the George Brown College Academic Upgrading tools currently in development in collaboration with myBlueprint
- An overview of the integrated 1st year for-credit career planning course in development at Camosun College in collaboration with myBlueprint
- A chance for you to share your thoughts around what you would like to see to help shape the next evolution of education, career and life planning resources in Canada
<table>
<thead>
<tr>
<th>Day</th>
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<th>Session E</th>
<th>Title</th>
<th>Presenters &amp; Affiliation</th>
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<tbody>
<tr>
<td>Tuesday, May 30</td>
<td>1:30 pm-2:30 pm</td>
<td>Ambleside 2</td>
<td>Session E</td>
<td><strong>Data is the NEW black!</strong></td>
<td>Mat Westcott, TD Bank Group</td>
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<td>In an environment where analytics, machine learning and artificial intelligence are part of our everyday conversation, data now drives every decision we make. Professionals involved in campus recruitment and the school-to-work transition need to be ready to embrace data in almost every aspect of their campus recruitment initiatives to drive successful campus recruitment outcomes. However, we need to find a balance between data and the non-quantitative elements of campus recruitment. Campus recruitment’s role is to build a talent pipeline for their organization, and we need to be able to sell our program using data to anchor our case while using anecdotal information to fill in the blanks. In this session, Campus Recruiters, Coop Practitioners &amp; Career Educators will learn:</td>
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|             |               |          |           | − How data can strengthen the partnerships between post-secondary institutions and employers to drive student employment success.  
− What data to collect and how to analyze data.  
− What metrics are needed to measure return on investment for a campus recruitment program.  
− How to deliver your story to students, executives sponsors & other stakeholders.                        |
<p>| Tuesday, May 30 | 1:30 pm-2:30 pm | Shaughnessy 1 | Session E | <strong>The Impact of Co-operative Education and Work-Integrated Education on Graduate Outcomes</strong> | Anna Cranston, Dalhousie University                     |
|             |               |          |           | This presentation will provide an in-depth look at the extent to which participation in a co-operative education program in the Maritimes had an impact on employment outcomes, income, and satisfaction with the overall university experience. Preliminary analysis of the data indicated a positive impact of completing a co-op education program, so further analysis to provide a more definitive portrait began in the Fall of 2016; the results of which will be shared in this concurrent session. Additionally, since data on non co-op work placements was also collected, analysis comparing co-op and other work placements outcomes, as well as comparisons between all work placements versus non-work placement graduates, will be shared. Working in partnership with the Maritime Provinces Higher Education Commission, the Research Committee of CAFCE Atlantic analysed data from the Commission’s Class of 2012 Graduate Outcomes survey which was conducted in 2014. The foundations for this project began in early 2012 when the Research Committee decided to explore the availability of research that would quantifiably demonstrate the outcomes and benefits to students who participate in co-operative education. A working relationship with Maritime Provinces Higher Education Commission (MPHEC) was formed, and with input from the Research Committee, alterations were made to their 2014 MPHEC Graduate Outcomes survey tool to allow for clearer identification of co-op education graduates. |
| Tuesday, May 30 | 1:30 pm-2:30 pm | Dundarave | Session E | <strong>Assessing graduate student employability through co-operative learning evaluations</strong> | Anna Maria Russo &amp; Dr. Nita Chhinzer, University of Toronto |
|             |               |          |           | Given the importance of higher education in skills development in Canada and the variations in definitions of employability in existing literature, this study provides both quantitative (confirmatory) and qualitative (exploratory) assessment of factors that influence employers’ assessment of employability among graduate level students specifically. We are prepared to deliver an image-dense, impactful presentation, encouraging two-way dialogue regarding the research implications. |
| Tuesday, May 30 | 1:30 pm-2:30 pm | Shaughnessy 2 | Session E | <strong>Are We Doing What We Said We Would Do? The Evolution of Evaluation at SFU Career &amp; Volunteer Services</strong> | Tony Botelho, Penny Freno &amp; Jocelyn Loi, Simon Fraser University |
|             |               |          |           | We all believe we are doing good work but what evidence do we use to back this up? In the current era of shrinking budgets and greater calls for accountability from governments and society at large, it’s no longer good enough to trust in the inherent goodness of our efforts. In this session, staff from SFU Career and Volunteer Services will discuss their journey on the road to embracing a culture of evaluation while sharing the tools and reports that have been developed along the way. |</p>
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<th>Time</th>
<th>Location</th>
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<th>Event Title</th>
<th>Speaker(s)</th>
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<tr>
<td>1:30 pm-2:30 pm</td>
<td>Point Grey</td>
<td>Session E</td>
<td>Student Panel: What students expect from employers and their feedback on the campus recruiting process</td>
<td>Nathan Laurie, JobPostings.ca &amp; RankMyInternship.ca</td>
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<td>Ambleside 1</td>
<td>Session E</td>
<td>Ryerson’s Career Boost Program: Creating Valuable, Off-Campus Employment Opportunities for Students &amp; New Grads</td>
<td>Caroline Konrad, Jean-Pierre Fernandes &amp; Nikki Waheed, Ryerson</td>
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<tr>
<td>1:30 pm-3:45 pm</td>
<td>Ballroom</td>
<td>Session E</td>
<td>Open Space Technology (OST): Co-op/Career Education Research – Part 1</td>
<td>Dr. Nancy Johnston, Simon Fraser University</td>
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<td>2:45 pm-3:45 pm</td>
<td>Ambleside 2</td>
<td>Session F</td>
<td>Supporting Students with Mental Health Issues During Co-op Work Terms: Towards a New Paradigm</td>
<td>Julie Walchli, University of British Columbia</td>
</tr>
</tbody>
</table>
### The University of Waterloo’s move to a hybrid model for co-op prep: transforming services, satisfaction and outcomes for pre-first work term students  
*Jennifer Woodside & Evana Delay, University of Waterloo*

In May 2016, the University of Waterloo’s Professional Development Program (WatPD) and Centre for Career Action (CCA) partnered to initiate a shift away from the institution’s long-established, exclusively-online model for co-op prep course delivery. The new format for Co-op Fundamentals was introduced to support students more intentionally and personally through their first co-op job search; specifically, through the replacement of online with in-person TA-led resume critiques and mock interview evaluations.

This presentation will tell the story of why such a change was pursued, how the new model is influencing student outcomes to date, and ultimately how it has transformed each partner’s ability to help 3000+ students navigate UW’s competitive co-op process in one year. Moreover, it will offer up for discussion some emerging best practices vis-à-vis student-staff training models, supervisory/mentorship relationships between students and staff, and managing the logistics of a hybrid delivery model.

### Connecting People to Possibilities  
*Stacey Dakin & Michele Thibeau, CEDEC*

It takes planning and collaboration to achieve results. Take this opportunity to brainstorm how to tackle partnership development and strategic planning as we walk you through the basics and break down the process behind CEDEC’s Workforce Development Strategy. Identify the key ingredients you need to capture in a partnership to leverage more concrete results. Experience the energy created through CEDEC’s Get Connected activities that connect people to possibilities.

### Data! Data! Data! I can’t make bricks without clay (or) How a UK university career centre uses data to construct its provision  
*Eluned Jones, University of Birmingham, UK & Dr Toni Wright, Newman University, UK*

Driven by past and current governmental fixation with ‘value for money’ and ‘return on investment’, UK university careers services now work within an extraordinary landscape of rankings and ratings all driven by data capture. Every year Directors of UK university careers services await with bated breath the results of their Destinations of Leavers from Higher Education (DLHE) survey, measuring as it does 80% of our graduates’ progression on to work or further study.

For many of us, institutional success or failure is now measured by fractions of a percent and just tens of students. A case in point being Birmingham’s fall of 1.4% from 86.7% in the graduate level destinations of the 2014 cohort to 85.3% in the 2015 cohort was accounted for by just 42 graduates (out of a survey population of over 3,500).

The imminent arrival of the national Teaching Excellence Framework (TEF) with its increasingly granular requirements for graduate outcome data is also bringing additional challenges for us as is the drive for evidence of the impact of careers services’ interventions beyond the graduate survey.

But is everything really that bad? Is there nothing of worth emerging from this demanding backdrop? I would argue that for most UK careers services these increased expectations, whilst they do bring challenges, also generate significant rewards including higher institutional profile, increased investment in services and, a more evidence-based approach to developing careers service provision.

This workshop is therefore the story of how Birmingham survives, and indeed thrives, within this demanding landscape and how it has used this situation to move itself from the periphery of the institution to the centre and doubled staffing levels in just 5 years. It is also a story of how we now use this data environment to create targeted, bespoke and contextualized employability interventions and bring employability interventions right into the heart of the academic curriculum.

### Effective Collaboration Across Student/Employer Co-op Teams  
*Caroline Lodge & Theresa Myra, Dalhousie University*

What are the benefits and challenges of a co-op model with separate student and employer teams? What are the best practices for collaboration to ensure clear and effective services for all stakeholders (staff, student and employers)? This presentation will explore how both teams can interact more effectively to increase successful outcomes for the student’s work term and the program.
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<tr>
<td>Tuesday, May 30</td>
<td>2:45 pm-3:45 pm</td>
<td>Shaughnessy 2</td>
<td>Session F</td>
<td>Developing an entrepreneurial mindset: A partnership between Co-op and Industry at the University of Ottawa</td>
</tr>
<tr>
<td>Tuesday, May 30</td>
<td>1:30 pm-3:45 pm</td>
<td>Ballroom</td>
<td>Session F</td>
<td>Open Space Technology (OST): Co-op/Career Education Research – Part 2</td>
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<tr>
<td>Tuesday, May 30</td>
<td>4:00 pm-5:00pm</td>
<td>Point Grey</td>
<td>Session F</td>
<td>Outcome – The Experiential Learning Management Platform</td>
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**Sponsored by:**

Outcome – The Experiential Learning Management Platform

Join Orbis Communications for an information session introducing Outcome – The Experiential Learning Management Platform. Outcome is a single source technology solution for the management of all experiential learning. Outcome catalogues and records the entire student experience across the experiential spectrum at your institution and culminates with a powerful Student Experiential Transcript that details a student's competency and skill development.

Outcome still has all the tools and features that our campus partners have become accustomed to with Co-op, Internship, Career Education, and Co-Curricular Record. With Outcome, we’ve introduced central skill and competency frameworks, tools for operationalizing Work Integrated Learning and data dashboards to visualize in one click community impact, industry participation, at risk student community engagement, and percentage of students on your campus that have an experience.

**Wednesday, May 31**

**SESSION BLOCK G**

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<tr>
<th>Date</th>
<th>Time</th>
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<th>Session</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Wednesday, May 31</td>
<td>9:15 am-10:15 am</td>
<td>Shaughnessy 2</td>
<td>Session G</td>
<td>5 Levels of Leadership</td>
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<tr>
<td>Wednesday, May 31</td>
<td>9:15 am-10:15 am</td>
<td>Point Grey</td>
<td>Session G</td>
<td>Business Development: how to close new business</td>
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In order to keep moving with the speed of our constantly changing industry, we must become better at working together. Employers and educators are being asked to deliver more, with often smaller teams and shrinking budgets. Our greatest asset has always been, however now more than ever, our people. This workshop we’ll dive into the principles from leadership authority, John Maxwell’s, “5 Levels of Leadership” and how we can become better at leading ourselves, our staff, our students and even those who don’t report directly to us.

Learn the basics of the Business Development Mechanic when engaging with a new potential CO-OP employer or new partner. The how-to “cycle” from step to step from the moment we get introduced to the moment of closing a job opportunity for your school. Understand the mechanic of Pre-call planning, prospecting, employer development methodology, objection handling technics and closing. The 1-hour training on business development is delivered with the support of videos demonstrating the techniques learned, in class reflections and exercises. The participation of the audience sharing real life challenges will be encouraged and addressed on the spot.
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<tr>
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<th>Location</th>
<th>Session</th>
<th>Title</th>
<th>Presenters</th>
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<tr>
<td>Wednesday, May 31 9:15 am-10:15 am</td>
<td>Dundarave</td>
<td>Session G</td>
<td><strong>Breaking Down Barriers to Employment: A Labour Canada Initiative</strong></td>
<td>Lisa Kuiper &amp; Chelsea Mohler, Brock University</td>
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<td></td>
<td>Ambleside 2</td>
<td></td>
<td><strong>One Size Does Not Fit All: Co-creating diverse approaches</strong></td>
<td>Lynda Robinson &amp; Micki McCartney, Vancouver Island University</td>
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<td></td>
<td>Shaugnessy 1</td>
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<td><strong>Evolving online activities to develop Career Development in our learners</strong></td>
<td>Alan McAlpine &amp; Caroline Rueckert, Queensland University of Technology (QUT)</td>
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<td></td>
<td>Shaugnessy 1</td>
<td></td>
<td>**Do you support International Students from Hong Kong and China? What I learned from Visiting Career Centres in Hong Kong and China</td>
<td>Doug Leong, Simon Fraser University</td>
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Over the past twenty years, Canada has experienced an increase in students with disabilities attending colleges and universities, and who are in turn graduating with diplomas and/or degrees. This rise is likely a result of recent anti-discrimination laws, an increase in support services offered to persons with disabilities, and an increasing need for higher education to obtain employment. While a post-secondary education provides students with knowledge and enhanced skills that will assist them in the workforce, students with disabilities are employed at rates lower than their non-disabled peers, and/or experience long periods of under-or-un-employment.

To address barriers in obtaining and retaining employment for students and recent graduates with disabilities, the National Educational Association of Disabled Students (NEADS) developed “Breaking It Down”, a series of workshops and attendant web portal, aimed at educating post-secondary students, graduates with disabilities, and Federally Regulated Private Sector Employers on the barriers for people with disabilities.

The Centre for Experiential Learning at Vancouver Island University has undergone an extensive multi-faceted approach to reviewing and redesigning its Work-integrated Learning Programs. This session will explore the challenges and opportunities to enhancing experiential learning within institutional constraints and shifting priorities. Experiential learning practitioners must conquer the perception that divides experiential learning from academics while they continually explore ways to ensure WIL is an integral part of students’ post-secondary experience.

The session will share the extension of the existing online QUT Career Development Modules (Thomson, A., 2010) developed in 2009/10 and will demonstrate the value of working across practitioner, academic and policy areas within the institution. The existing suite of modules has demonstrated high engagement (approx. 10,000 modules used per year across all faculties) in the university and high engagement from academics (approx. 70% of students report usage as a result of academic requirement or suggestion). In 2016/17 the Career service developed a 1-page career development framework that will be applied to curriculum accreditation and the next generation of online learning experiences. Still in the developmental stage the concept and current state of the new suite of learning experiences will be shared. The blended approach to learning comprises a MOOC for prospective students, flexible online learning tools that encourage the development of employability capabilities while weaving a mentoring strategy across all stages of the student lifecycle. The suite of experiences are an innovative use of self-tracking learning analytics to support the learner’s journey before, during and after the university experience.

Career guidance, career development and career planning in Western society is significantly different than in Hong Kong and China (Fan and Leong, 2016). As a result of the different characteristics of Chinese culture, such as collectivism versus individualism, career planning and career development will be different than in Western society and “career development and intervention concerns have not been separated from relationship issues” (Fan and Leong, 2016, p. 194). According to Fan and Leong (2016), it is critical for career planning to be culturally inclusive in order to be beneficial and relevant to Chinese students. To effectively support students from Hong Kong and China, it is critical to understand the knowledge and resources students receive from Career Centres at various universities in Hong Kong and China. By understanding how Chinese students utilize career centres; how they search for employment; what supports students receive, and what resources are provided, career centres will be able to have a better understanding of the needs of these students and, thus, deliver more targeted workshops and more effective one-on-one support to students from China. This can include topics such as career planning and development, writing professional business cover letters and resumes, interviewing skills, networking, and job search strategies (including the use of social media).
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<tr>
<td>Wednesday, May 31</td>
<td>Dundarave</td>
<td>H</td>
<td>Risk Mitigation: Legal Policy, Process and Document Management</td>
<td>LeeAnne Pawlusi, MacEwan University &amp; Linda Crawford, NAIT</td>
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<tr>
<td>10:30 am-11:30 am</td>
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<td>WIL (Work Integrated Learning) opportunities for students in post-secondary institutions are expanding across Canada and while opportunities multiply, are legal policies, process and document management keeping pace? Turcotte, Nichols, &amp; Philips (2016) have reported that legal issues pose a growing concern for WIL programs. They suggest four compelling reasons for which WIL related legal concerns should be addressed: student protection in workplace settings; assurance that all parties understand the rights and responsibilities of placement arrangements; knowledge sharing to reduce duplication of efforts; and assurance that legal frameworks are aligned for participation and positive outcomes. Tied to these issues are the related legal policies, processes and documents that are the day-to-day concerns for WIL participants. This workshop aims to facilitate sharing of best practices regarding these legal policies, processes and documents.</td>
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<td>Wednesday, May 31</td>
<td>Point Grey</td>
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<td>Decoding the Gen Z Factor-What Gen Z students are looking for from their employers in their Internships, Co-ops and First Careers</td>
<td>Mary Barroll, TalentEgg</td>
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<td>10:30 am-11:30 am</td>
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<td>For the first time Gen Z students are looking for their first internship or co-op or will be graduating from University. Every year, TalentEgg conducts a nationwide survey of student opinions, goals and preferences for their future careers and employers and has presented the survey results in a published report at our TalentEgg National Campus Recruitment Excellence Awards and Conference held each May to our audience of employers and career educators. For the past year, TalentEgg has been conducting additional informal outreach via social media and online surveys to obtain detailed feedback from the Gen Z cohort in our community of students. As a result, our 2016-2017 National Survey and Guide to Canadian Campus Recruitment will include even more robust data to help us understand this emerging demographic of young job seekers. We are excited to expand our audience for this information and drill down to details from our student respondents to the survey and provide a detailed analysis in a presentation by our President, Mary Barroll, to the 1st National ACE/CACEE/CAFCE Conference. We will also distribute free copies of the 2016-2017 TalentEgg Guide to Canadian Campus Recruitment to all delegates.</td>
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<td>Wednesday, May 31</td>
<td>Ambleside 2</td>
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<td>The Career Success Symposium for Students with Disabilities: facilitating and strengthening connections between students with disabilities, employers and community partners</td>
<td>Julie Rahmer &amp; Dianne Twombly, York University</td>
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<td>10:30 am-11:30 am</td>
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<td>In 2011, the employment rate of Canadians aged 25-64 with disabilities was 49% compared with 79% for those without a disability, significantly reducing the prospects for graduating students with disabilities’ self-sufficiency and success. Career Centres often have difficulty engaging students with disabilities who may require specialized career supports to help them address their unique barriers to employment. The Career Success Symposium for Students with Disabilities is an accessible, innovative, one-day conference style event whose goal is to inspire and empower York students and recent graduates with disabilities by providing them with an opportunity to hear success stories from professionals with disabilities; build relationships with community support providers; practice networking skills in a non-threatening environment; learn how to seek out or create employment opportunities; meet with employers who are interested in hiring graduates with disabilities; and hear about innovative supports and services for professionals with disabilities in the workplace. Introduced as a small event in 2011, participation has increased from 9 students, 4 community and employer exhibitors and 3 panelists to 101 students, 14 community and employer exhibitors, 5 panelists and a well-known keynote speaker with a disability in 2016. Due to the event’s success, students, employers and community partners now reach out to York’s Career Centre requesting participation in the event before it has even been scheduled.</td>
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<td>Wednesday, May 31</td>
<td>Shaughnessy 2</td>
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<td>Global Community Engagement through Work Integrated Learning (WIL)</td>
<td>Dr. Norah McRae &amp; Karima Ramji, University of Victoria</td>
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<td>10:30 am-11:30 am</td>
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<td>Community-university engagement (CUE) is a term that describes the intentional relationship between a university and its larger community (this can include local community members, organizations, businesses, government, etc.). The goal of these relationships is to build a mutually beneficial exchange of knowledge and resources that can contribute to more sustainable, just and healthy communities.</td>
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University of Victoria has over one thousand community-engagement initiatives and partnerships in over 70 countries around the world. Co-operative Education is a key contributor to this magnificent amount of community engaged work. This includes local and international co-operative education programs. This presentation will focus on UVic’s international programs, specifically the CANCOM-COOP program, as it relates to community university engagement.

The Queen Elizabeth Diamond Jubilee II Scholarship provided many institutions the opportunity to expand their WIL programming to commonwealth countries. At University of Victoria, the scholarship enabled development of the CANCOM-COOP program (Canada-Commonwealth Co-op Program). Students were engaged in meaningful international co-operative education work terms that not only developed their professional competencies, but enabled them to actively engage in their local communities through specific community engagement initiatives.

We will showcase some of the placements, community engagement activities students undertook, and the impact this has had on the students. Opportunities and challenges in developing and managing this program will also be explored, along with a discussion on how WIL programs can contribute to their institutions’ community engagement strategies.

### SESSION BLOCK I

**Wednesday, May 31**  
**1:15 pm-2:15 pm**  
**Dundarave**  
**Session I**

**From the Trenches - Industry, Alumni and Advisors Share Experiences of Industry Integrated Education | Danielle Rockel, Langara College**

In this exciting panel audience members will hear directly from former students and high profile industry partners about their experiences in a 13 week Applied Business Project. Industry partners and alumni will share their stories from the trenches – that first kick off meeting through to the final outcomes.

The Applied Business Project is the capstone course for the Bachelor of Business Administration Degree at Langara College. This course provides the opportunity for student led multi-disciplinary teams to apply all of the concepts, skills and techniques gained over the four-year degree to a real world industry clients to help them solve and implement a strategic plan. Industry clients are from the public, private and not-for-profit sectors. Over the semester, the student teams work closely with the client and a faculty advisor, meeting each on a weekly basis. The final report and presentation take place at Langara College. Students have helped clients with expansion, exit strategies, raising capital, changing product offerings, growing market share, fundraising and more. Langara students complete over 25 industry projects per year.

The panel will be made up of organization leaders and Langara alumni, who have benefited from the project, and will share their stories. The panel will be led by Danielle Rockel, who has been a project advisor every semester for over five years.

### Wednesday, May 31  
**1:15 pm-2:15 pm**  
**Point Grey**  
**Session I**

**Expanding Experiential Learning/Work-integrated opportunities across Campus-the Queen’s and Waterloo Experience | Chelsea Elliott, Queen’s University; Anne Fannon & Jennifer Woodside, University of Waterloo**

How do we as career educators and administrators respond to the call for expanded student access to work-integrated / experiential learning opportunities? Queen’s University and the University of Waterloo have each responded to this challenge in their own way, spending the last two years designing and building their own unique institutional responses. Join Chelsea Elliott from Queen’s and both Anne Fannon and Jennifer Woodside from Waterloo to walk through the processes undertaken, including their respective experiences with conducting consultations; building partnerships, trust and engagement; and operationalizing a new and far-reaching initiative. We will jointly explore and encourage reflection on what falls into the realm of best practices across different institutional landscapes.

Anne and Jennifer will highlight development of the new EDGE certificate at Waterloo. Offering work integrated options to non co-op students, the EDGE certificate is an exciting expansion for Waterloo. Chelsea will trace the development and coordination of a new Experiential Learning Hub housed in Career Services at Queen’s University. The hub is a common “front door” to Experiential Learning on campus, facilitating communication and sharing best practices between Faculties, programs and the university.
An ‘audit’ of successful strategies co-operative education students employ during CPA Recruit
Candy Ho, Kwantlen Polytechnic University

Annually, thousands of hopeful accounting students go through the recruitment process facilitated by their Chartered Professional Accountant (CPA) professional association. Yet, there is little to no research studying their experience in this competitive process, let alone discovering the strategies that students employed to secure coveted positions working in an accounting firm.

Recipient of the 2016 CAFCE Research Grant, this qualitative study explored the lived-experience of students who were successful in securing CPA positions and compared their experience to their unsuccessful counterparts. This session will discuss its findings and recommendations to improve recruitment practices, curricular and co-operative educational components in accounting and business programs.

The results are in! Presenting the findings of the 2016 Pan-Canadian Benchmarking Survey on Career Centre Services, Resources and Metrics
Christine Sjolander, Simon Fraser University

Highlights of this session include:
- Top 10 workshop topics offered by career centres
- Ways career centres are serving non-traditional stakeholders such as parents and faculty
- Services that are starting to be discontinued by career centres; services that are being added by career centers
- Qualifications required of staff in career services roles, if any
- Percentage of career centres who use learning objectives to measure their services
- How career centres are tracking post-graduate employment, if they are
- How many career centres use advisory boards and corporate partner programs

Fairytales, Fantasy & Magic. Why Campus Recruiting is much like Storytelling
Christine Keleshian, TD Bank Group

Once upon a time..... Is this what you think of when you hear storytelling?

Storytelling is the social and cultural activity of sharing stories, often with improvisation and theatrics. Stories have been shared in every culture as a means of entertainment, education, cultural preservation and instilling moral values. Organizations use storytelling to illustrate their brand, much like the popular storybooks of your childhood that captured your imagination. Seasoned Campus Recruiters know, storytelling is THE essential skill to be successful in attracting top talent in a competitive market. Whether you’re on campus telling your brand’s story or presenting data to your organization’s executives, using storytelling will create a compelling message that captures your audience and invites them on a journey. Join us on an adventure and don’t forget your magic wand!

Value-added curriculum: How mandatory mock interview clinics enrich the UVic co-op experience
Meg Thompson & Lalita Kines, University of Victoria

At the University of Victoria (UVic), co-op plays a major role in the UVic experience, with one in three eligible students (equivalent to 42%) taking part in a co-op program. Co-operative Education involves all UVic faculties, with more than 3,500 students per year participating in 13 co-op program areas from 47 academic departments and schools. Providing all co-op students with relevant and engaging pre-work term curriculum designed to encourage students to take part in purposeful activities as part of their career development process is the prominent theme within our mandatory Introduction to Professional Practice (IPP) course.

Co-operative Education and Career Services (Co-op + Career) strives to support students to engage fully with the experiential learning curriculum. Building on the success of our annual mock interview clinic for business students (and a few small-scale optional clinics), we expanded all mock interview events in fall 2014 as a mandatory component of the IPP course. First and foremost, providing students with the opportunity to engage with volunteer interviewers in real time (employers, alumni, senior students, faculty and staff), students put more effort into their mock job applications and as a result complete this hands-on learning with relevant experience, increased self-confidence with the added bonus of hearing honest and timely feedback. Our mock interview clinics are win-win events in that interviewers consistently report that their participation was enjoyable, and for many interviewers the events provide a window into future recruitment. Many interviewers come back year after year which is a testament to the success of the clinics. Students overwhelmingly report in their post-interview survey, conducted immediately following the clinic, that the mock interview clinic was very beneficial in preparing them for future interviews. Join the presentation to hear about Co-op + Career’s mandatory mock interview clinics, and how 2,376 UVic students and 561 volunteer interviewers have, since fall 2014, participated in this value-added hands-on learning that enriches the co-op experience for students, interviewers and staff.
Sunday, May 28

Explore & enjoy Vancouver, BC!

Check out ‘Things to see and do’ on the following pages for recommended ideas to explore and enjoy gorgeous Vancouver, BC!

See our website for additional info & ideas:
http://bettertogether2017.dudaone.com/social

Welcome Reception
5:00–7:00 pm

Come say hello and collect your registration materials in the Point Grey meeting room anytime from 5 to 7pm. Please note that space is expected to be tight, so we encourage you to take your drinks to the patio or wander to the streets for some sightseeing throughout the evening.

Monday, May 29

Beedie School of Business Reception
4:30–5:45 pm

Join your colleagues for a 15-minute walk to the SFU Vancouver Campus for a reception and networking opportunity hosted by the Beedie School of Business.

Wayfinding: Meet in the hotel lobby at 4:15 pm for guided group walks to the venue.

Don’t Dine Alone!
6:00–10:00 pm

Sign up to dine with new colleagues and old friends! We’ve made the reservations, so all you need to do is choose your restaurant. See the following pages

How to take part: Sign up at the Registration Desk starting Monday morning. Restaurant capacities are limited so sign up early!

Vector Hospitality Suite
10:00 pm–midnight

Looking for a way to unwind? End the night with a drink in the Hospitality Suite, sponsored by Vector Marketing.
Tuesday, May 30

Gala Reception
6:00–7:00 pm

Begin the evening with a drink in the Ballroom Foyer! Join colleagues and employers to discuss conference sessions, network and unwind after a full day.

Gala Dinner & Awards
7:00–midnight

Enjoy a celebration of excellent Canadian food, music, dancing and fabulous company.

Evening Program

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 pm</td>
<td>Welcome from Association Presidents</td>
</tr>
<tr>
<td>7:25 pm</td>
<td>Sponsor Devin Grady takes the stage</td>
</tr>
<tr>
<td>8:00 pm</td>
<td>ACE Outstanding Service Award presentation</td>
</tr>
<tr>
<td>8:10 pm</td>
<td>CACEE Award presentations</td>
</tr>
<tr>
<td>8:30 pm</td>
<td>Time to relax, have some fun and kick up</td>
</tr>
<tr>
<td></td>
<td>your heels on the dance floor!</td>
</tr>
</tbody>
</table>

Things to know

What to wear?! Business Formal

We will have a DJ for dancing, so please be aware that once the Awards are over that we may need to move a few tables around, so please understand if you are sitting at one of the tables on the dance floor 😊
Monday, May 29 | 6pm

Panic + Flying Pig(s)

Feeling the need to get up off the conference chairs? Stretch your legs and your mind? Join Heather for a 15 minute walk to one of Vancouver’s most exciting Escape Rooms in Gastown: SmartyPantz. Two teams of 8 will put their skills to the test and try to solve the mystery within each room. Afterwards we will walk around the corner for a fun dinner at The Flying Pig. If you’ve never liked Brussels sprouts before now, you may be converted!

http://theflyingpigvan.com/ | http://smartypantz.ca/

The first 15 to sign-up at Monday morning’s breakfast are coming along! ($25 for SmartyPantz and approximately $25–50 at the Flying Pig.)

Fine Dining at Blue Water Cafe + Ice Cream on the Seawall

As the top rated restaurant in Vancouver on Trip Advisor, Blue Water Cafe is a high end seafood restaurant located in the posh Yaletown area of downtown Vancouver. Weather you arrive by walking through downtown or hopping on the Skytrain to the Yaletown Canada Line station, you can explore the False Creek side of the seawall with some delicious gelato in hand from Bella Gelateria before dinner at Blue Water Cafe. Don’t miss the unique Swedish Candy shop karameller to fortify yourself for the stroll back to the hotel!

Meet at Bella Gelateria at 6pm. Bring your conference name tag to identify yourself to the rest of the group. Reservation at Blue Water Cafe at 8pm.

*Please note there will be a 18% gratuity added to each individual bill due to the group booking.

http://www.bluewatercafe.net | http://bellagelateria.com h t t p s : // k a r a m e l l e r . c o m

The first 11 to sign-up at Monday morning’s breakfast are coming along! (approximately $25 to $70 for Cactus Club and approximately $22 per person for Fly Over Canada. Save 10% when you buy tickets online)

Craft Beer + Dinner at Tap & Barrel

Do you enjoy having a beer with your dinner? If so, then a dinner at Tap & Barrel at Olympic Village is the option for you. With spectacular views of Downtown with a mountain backdrop you can enjoy a walk on the seawall before heading to dinner at Tap & Barrel.

Reservation at Tap & Barrel at 8pm.

*Please note there will be a 18% gratuity added to your bill due to the group booking.

https://www.tapandbarrel.com

The first 14 to sign-up at Monday morning’s breakfast are coming along! (approximately $18 to $40)
Aquabus + Granville Island Market

If you enjoy the water, exploring local food and craft products at the market and seafood, then this option is for you! Walk or taxi from the hotel to the Aquabus (Hornby pickup location) from Downtown to Granville Island or walk over the Granville Street bridge and enjoy all the products the Granville Island Market has to offer. We will be meeting at Bridges restaurant for seafood (there are also non seafood options and they have one of the best patios in Vancouver). Note the Vancouver International Children’s Festival will be on from May 29 – June 4th so Granville Island will be hopping with lots to see and do if you are bringing your family along. Pre-purchase Children’s Festival event tickets as they sell out fast or enjoy some of the free events.

Reservation at Bridges at 7pm.

*Please note there will be a 18% gratuity added to your bill due to the group booking.


The first 14 to sign-up at Monday morning’s breakfast are coming along! (approximately $20 to $50 for Bridges and approximately $4 to $6 for the Aquabus one way, market entrance is free)

Sushi = Vancouver

Voted “Top Five Izakayas In North America” by Bon Appétit Magazine, topping “Industry” and “Readers Choice” Georgia Straight awards for Best Japanese in 2012 and Best Izakaya in 2014–2016, Hapa Izakaya highlights the fun in Japanese fusion / tapas. Every staff member will greet you on your arrival and make you feel instantly welcome here.

Reservation at Hapa Izakaya (Coal Harbour location) at 6:45pm. Meet in the lobby at 6:40 for the short walk to the restaurant.

http://hapaizakaya.com

The first 7 to sign up at Monday morning’s breakfast are going along! (approximately $30-$50 each)

Want to feel like a West Coast hipster?

Join Larry Iles for an evening of locally sourced BC fare combined with a fantastic in-house and local beer selection. The location is a bit of a walk from the hotel but closer if starting from the SFU reception. If it is a nice day (and it will be) it would be a leisurely 30 min stroll from the hotel down to Gastown, 5 minutes past the Gastown Steam clock. Or a quick 10 min cab ride. Fun location, great food. Note - can be a bit loud on a busy night.

http://www.alibi.ca/

The first 11 to sign up at Monday morning’s breakfast are checking it out! (approximately $30 - $60 each)
All work and no play during your stay?
No way.

Before the conference gets started, check out

Things to see and do!

Depending on how much time you have (and the weather...) you can walk, bus/train or drive to some fun options in Vancouver and beyond.

Fly Over Canada
Address: 201-999 Canada Place, Vancouver
https://www.flyovercanada.com/
FlyOver Canada is an amazing virtual flight ride in which you will “take off” into a huge domed screen to enjoy a breathtaking flight across Canada’s most spectacular sights. You will be seated in a suspended chair, with your feet suspended, in front of an impressive 4-storey spherical screen. The special effects including wind, mist, and scents, combined with the chair’s motion, will make you feel like you’re truly soaring.

Biking the Seawall
Address: 1095 West Waterfront Road walk, Vancouver
http://www.seawalladventurecentre.com/

Night Walking Tour: Lost Souls of Gas Town
Address: Cathedral Square, 566 Richards Street, Vancouver
https://forbiddenvancouver.ca/

Bill Reid Gallery of Northwest Coast Art
Address: 639 Hornby Street, Vancouver
http://www.billreidgallery.ca/About/BillReidGallery.php

Art! Vancouver – International Art Fair
May 25-28, 2017
Address: Vancouver Convention Centre – East, 999 Canada Place, Vancouver
http://artvancouver.net/attend/
10 Things to do in Stanley Park
Address: Stanley Park Drive, Vancouver

UBC Museum of Anthropology Special Exhibit — “Amazonia: The Rights of Nature”
Address: 6393 N.W Marine Drive, Vancouver
http://moa.ubc.ca/portfolio_page/amazonia/

Take in a Vancouver Whitecaps Soccer Game
May 27 4pm kickoff
Address: BC Place, 777 Pacific Boulevard

Kayaking on False Creek
Address: 1 Athletes Way, Vancouver
http://www.creeksidekayaks.ca/

Vancouver Aquarium
Address: 845 Avison Way, Vancouver
http://www.vanaqua.org/

Explore Granville Island
Address: 1669 Johnston St, Vancouver
http://granvilleisland.com/

Rogers Arena Tours
Address: 800 Griffiths Way, Vancouver

Sea to Sky Gondola
Your adventure starts with our 10 minute gondola ride to 885m above sea level.
36800 Hwy 99 Squamish, BC
https://www.seatoskygondola.com/

Attend a Farmers Market
https://vancouversbestplaces.com/vancouver-farmers-markets/
  o Abbotsford Farm and Country Market – from 9 am until 1 pm at the intersection of George Ferguson Way and Montrose Avenue.
  o Burnaby Artisan Farmers Market – from 9 am to 2 pm in the parking lot of Burnaby’s City Hall at 4949 Canada Way.
  o Lonsdale Quay Farmers Market – a small market at Lonsdale Quay in North Vancouver between 10 am and 3 pm.
  o Squamish Farmers Market – at the corner of Victoria Street and Cleveland Avenue in Squamish from 10 am to 3 pm.
  o Fort Langley Village Farmers Market – between 10 am and 3 pm at 9025 Glover Road in Fort Langley.

Attend a Night Market
  o Richmond Night Market – at 8351 River Road in Richmond.
  o International Summer Night Market – at 12631 Vulcan Way in Richmond.
Marriott Pinnacle Downtown Hotel

1128 West Hastings Street
Vancouver, BC

604-684-1128
1-800-207-4150 (toll free)


Area Airports

Vancouver International Airport - YVR
Airport Phone: +1 604 207 7077
Hotel direction: 9.3 miles NE

This hotel does not provide shuttle service.

- Alternate transportation: Limosine (price may vary); fee: 60 CAD (one way); reservation required
- Bus service, fee: 8.75 CAD (one way)
- Subway service, fee: 8.75 CAD (one way)
- Estimated taxi fare: 35 CAD (one way)

Visit YVR airport website + Driving directions

Parking

| On-site parking, fee: 7 CAD hourly, 36 CAD daily | Valet parking, fee: 43 CAD daily |

Parking rates include applicable taxes / Parking garage height clearance 6 feet 3 inches
Orbis Communications is introducing **Outcome – The Experiential Learning Management Platform**. Outcome is a single source technology solution for the management of all experiential learning. Outcome catalogues and records the entire student experience across the experiential spectrum at your institution and culminates with a powerful **Student Experiential Transcript** that details a student’s competency and skill development. Outcome still has all the tools and features that our campus partners have become accustomed to with Co-op, Internship, Career Education, and Co-Curricular Record. With Outcome, we’ve introduced central skill and competency frameworks, tools for operationalizing **Work Integrated Learning** and data dashboards to visualize in one click community impact, industry participation, at risk student community engagement, and percentage of students on your campus that have an experience.

**Memorial University** is one of the largest universities in Atlantic Canada. As Newfoundland and Labrador’s only university, Memorial plays an integral role in the education and cultural life of the province. Offering diverse undergraduate and graduate programs to almost 18,000 students, Memorial provides a distinctive and stimulating environment for learning in St. John’s, a safe friendly city with great historic charm, a vibrant cultural life and easy access to a wide range of outdoor activities. The Faculty of Engineering and Applied Science has approximately 1,300 undergraduate students in its five-year, mandatory co-operative degree program. There are six major engineering disciplines: civil, computer, electrical, mechanical, ocean and naval architectural and process engineering. Memorial’s engineering students have excelled on the world stage in international competitions, such as with the Hyperloop pod, Baja SAE off-road vehicle, remotely operated vehicles, autonomous ocean systems and many more. Other student achievements include Canada’s Smartest Person (2016) and CAFCE Student of the year (2011). Memorial engineering students have also been national leaders in student diversity initiatives with the highest percentage of first-year female undergraduate students in Canada, at 29 per cent.

**International Experience Canada** (IEC) is a Government of Canada program that allows Canadian youth – aged 18-35 – to work and travel in any of IEC’s 33 partner countries for up to two years, through the facilitation of work permits/visas. Foreign youth from these 33 countries may also come to Canada to do the same. Whether it is to take a gap year before starting post-secondary studies, complete a co-op/internship abroad, or gain international work experience after graduation, IEC can help make these experiences happen! For more information on International Experience Canada, visit www.canada.ca/iec-eic.

**Expérience internationale Canada** (EIC) est un programme du gouvernement du Canada qui permet aux jeunes Canadiens âgés de 18 à 35 ans de travailler et de voyager dans l’un des 33 pays partenaires d’EIC pour une période maximale de deux ans, en facilitant l’obtention des permis de travail/visas. En retour, les jeunes de ces 33 pays peuvent venir au Canada pour y faire de même. Que vous vouliez prendre une année sabbatique, effectuer un stage coop à l’étranger pendant vos études ou acquérir une expérience de travail à l’étranger après l’obtention de votre diplôme, EIC peut vous aider! Pour obtenir plus de renseignements sur Expérience internationale Canada, visitez le site suivant : www.canada.ca/iec-eic.
**GoinGlobal** provides career and employment resources for more than 120 worldwide locations, in addition to corporate profiles, H1B visa search engine and 16 million-plus job and internship postings. Our constantly-updated database features hiring trends, work permit regulations, resume/ CV guidelines, interview and cultural advice, and more. Free trial access available. Contact president@goinglobal.com or call 251.342.9811.

**Quinnacia** is a unique interviewing solution which uses artificial intelligence (AI) to analyze interviews and provide feedback to the students. It modifies the questions depending upon the student’s majors and background, records their interviews and gives feedback after analyzing the audio and video of the interview. It will analyze the student’s interview for the transcript, filler words count, facial expressions, engagement etc. It also students analyze their resumes to spot any spelling mistakes, grammatical mistakes, and so on.

**FOCUS 2** Career and Education Planning system: Customized with your college’s majors to help students choose their majors and plan their careers. Valid/reliable assessments: Work Interests/Holland-Code, Personality, Values, Skills, Leisure Interests, Career Planning Readiness, Exploration tools, Action-Planning. Highly customized. Administrator website with powerful reporting. Reaching over five-million students each year.

**Proven across Canada, myBlueprint supports nearly 1 million students (K-12). We're now excited to work with you to evolve the platform into a one-stop shop to support the education, career and life planning needs of post-secondary students, customized for the unique needs of your institution. Come by to learn more about myBlueprint Post-Secondary Edition (PSE).**

**Schulich’s 12-month direct-entry masters degree programs present an opportunity for undergrads to expand their knowledge and refine their skill sets in preparation for careers in dedicated areas. Degree specializations include Accounting, Business Analytics, Finance, Management, and Real Estate and Infrastructure. Schulich supports the development of society’s next business leaders through the teachings of its rigorous curriculum and renowned faculty. Featuring placement opportunities, consulting projects, and networking events, as well as pathways to designations such as the CPA and CFA, the 12-month Masters degrees line students up for successful careers across a wide range of industries. Learn more:** http://schulich.yorku.ca/admissions/one-year-masters-programs/

**Fortinet** is a global leader in providing Cyber security solutions. We develop next generation firewall systems and high end Security Systems like Fortigate, FortiSandbox, FortiAnalyzer, Forticlient and many other products to enterprise security to our clients which also includes Fortune 100 companies. Our flagship enterprise firewall platform, FortiGate, is available in a wide range of sizes and form factors to fit any environment, and provides a broad array of next generation security and networking functions covering Network security, Data center security (physical and virtual), Cloud security, Secure (wired and wireless) access, Infrastructure (switching and routing) security, Content security, Endpoint security, Application Security.

**Eventus** is a designer app firm with expertise in developing event apps. For career services, Eventus has developed career fair apps for several schools to help their students and employers at career events. With the app, students can: view a listing of all available job opportunities; filter job opportunities by industry or major; favorite the employers that interest them; and view an interactive floor plan of the career fair venue to find relevant employers. Employers can also use the app to: use an interactive map to easily navigate to the venue and find relevant parking spots; view student profiles in the app and contact students that have expressed interest in them.

Your name and email: ___________________________________________  
(hand in your completed Bingo Card to the Info Desk to be eligible for a draw prize!)