

MEMORANDUM

To: NALP Board of Directors

From: Betsy Armour, NALP Liaison to NACE

Re: First Quarterly Board Report

Date: June 19, 2018

As NALP's liaison to the National Association of Colleges & Employers (NACE) it was a pleasure to attend and represent NALP at their recent annual conference in New Orleans. Highlights of the programming and events I attended follow. Please let me know if you have any questions or if you would like additional information.

PLENARY

Dr. Freeman Hrabowski, President of the U of MD, Baltimore County campus, gave an inspirational presentation on how he helped to elevate the outcomes of his students at this mostly-minority, commuter student campus (e.g. dramatically-improved graduation rates, post-grad employment rates, and graduate school enrollment — with a particular focus in STEM.) Themes and stories he shared included the necessity of having the career office be a focal point of his school, and that CSOs and employers must be “thought partners” in the recruiting process. An African American himself he also spoke passionately and compellingly about diversity, inclusion, and access. He has been featured on 60 Minutes and via other high-profile media. While with an undergrad focus, he could be a good speaker to consider for our AEC.

CONCURRENT SESSIONS

I attended a number of excellent concurrent sessions including:

- **“Extraordinary Perspectives on Student Career Services”** (four college/university presenters)

Themes: How do schools define and realize success?

Take aways: A growing number of career offices are being moved from serving under the student services office (which focuses mostly on student crisis management) to either the academic arm of the school or, very interestingly, the advancement/alumni relations department, reflecting the elevated importance of (and spotlight being placed on) career services and employment outcomes in most institutions.

- **"New Strategies in Recruiting: Engaging & Retaining Early Career Talent"** (employer presenters from GE Digital, Thomson Reuters, Citi, and one consultant)

Themes: Recruiting and retention are an institution-wide enterprise. Early recruiting is common and here to stay. Automation is essential to perform routine tasks leaving more time for recruiters/others to engage personally with prospects. Data and metrics are the recruiter's friend and critical tools. Successful retention relies on junior hires feeling part of a company culture they respect and that they buy into and where they can innovate and give back. Some attrition is okay and needs to be expected.

Take aways: To make strides and innovate "don't be afraid to kill your darlings" (e.g. the same-old program or initiative you've done for years). The power dynamic is shifting from schools to employers — speakers seemed intolerant of schools' equivalent of NALP's timing guidelines. Impactful recruiters should be more like hunter-gathers than farmers (e.g. empowered and proactive.)

- **"Animate Your Advice: Transform 60-minute Workshops into 3-minute Videos"**
(Presenter was Yale University career center professional)

Topic: A step-by-step presentation on how to create short, impactful career-focused videos. (The room was filled to capacity. NALP should consider offering such a session at our AEC.)

Take aways: Career office professionals can create these videos in-house and at a low cost. You need two or more dedicated staff to create. While such a project requires time, it will save time in the long run. Students who viewed the videos prior to career counseling sessions seem better prepared to discuss their job search questions and issues. If interested in viewing, all of Yale's videos are viewable on their career office website. Software used called Powtoon (a UK Company) – cost c. \$150.

- **"The Future of We"** (Presenters were high-profile NACE leadership)

Themes: Future-focused session discussing the current, evolving and future of work, career services, and recruiting. After the panel, each table broke out to brainstorm and craft one sentence that would reflect the future construct of career services and employer recruiting. Results were shared with the entire group thereafter – fun and powerful format.

Take aways: Expect the following — disruption, realignment, accountability, a balance between/of people and technology, and collaboration.

- **"Public Policy Update"** — important presentation re: current and expected legislation and executive branch practices of interest to or with potential impact to NACE membership. (Presenters included NACE leaders and topic experts)

Topics: Higher Education Act's Reauthorization and PROSPER Act (dealing with student aid and related education reform) — in the House of Representatives but not expected to pass in the Senate. One potential positive could be an increase in federal work study funds; immigration concerns (chill on H1Bs, DACA); discussion concerning unpaid internships and academic credit.

Take aways: NACE actively monitors and has an important voice in these matters. Recently they were asked to join the Washington Higher Education Secretariat (<http://whes.org/>) a forum for association Chief Executives to consider strategic issues, to review trends/challenges

confronting higher education and to develop responses, and to learn from colleagues and external experts. NALP membership possible?

- **"Legal Issues: Harassment"** — informative tutorial on this hot and important topic. (Presenter: Edward Easterly, Esq.)

Themes: Use common sense. If there is any doubt about "should I say or do X", do not do it or say it. Intent does not matter.

Take aways: Institutions need to have preventative policies in place. They need to train and educate their employees, take reasonable care to prevent a problem before it occurs, and take prompt corrective action should an incident occur. Why should we care? Not doing so can create both institutional and personal liability.

ADDITIONAL SESSIONS (for NALP's AEC conference planning team's consideration)

- **Leadership Lounge** — a three-hour time block staffed by current and recent NACE leaders to speak informally with members about association engagement and leadership pathways. Drop-in format with no formal presentation. A colleague I know attended and found it helpful and welcoming.
- **Hot-Topic Huddles** — short (20-minute) Ted-talk type sessions on niche topics with Q&A.

SPECIAL EVENTS and AWARDS

- **President's Reception** — I attended this reception with current and past NACE leadership and selected guests. Current President Glen Fowler (from the CA State Auditor's Office) spoke briefly and offered thanks. Met in person for the first time NACE's long-standing Executive Director, Marilyn Mackes. She mentioned how much NACE values their affiliate relationship with NALP.
- **NACE Academy of Fellows Award ceremony** — Founded in 1984 to recognize exceptional, long-standing NACE leaders and contributors. Two new Inductees were introduced and spoke (one each from the school and employer side.) Perhaps this is an award distinction NALP might consider creating.
- **Awards Breakfast** — A plated breakfast during which NACE presents numerous awards to members in varying categories.