

MEMORANDUM

To: NALP Board of Directors
From: Betsy Armour, NALP Liaison to NACE
Re: First Quarterly Board Report
Date: June 26, 2019

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 Orlando, FL. It was a bonus that NALP's Deputy Director, Fred Thrasher, attended also. 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.

OVERVIEW

For the NALP board members who are not aware, the NACE conference is like a NALP conference on steroids. The membership consists of both schools and employers but unlike NALP, school members outweigh employers by a large amount. Approximately 2,700 members attended the conference. They offer pre-conference workshops, followed by the two-and-a-half day conference featuring four plenaries (or keynotes), numerous concurrents, short duration (20-minute) single-topic offerings, and small group gatherings called "Hot Topic Huddles" and "Affinity Group Meet-ups." The Vendor Hall featured 112 companies and businesses. The conference is impressive.

PLENARIES/KEYNOTES

Thomas Mazloun – Senior VP at Disney: Given the conference's location of course the kick off keynote had to be a Disney executive. He did a nice job discussing the "Magic of Leadership" and outlined the three principles for success – namely, get the *leadership*, the *people*, and the *culture* right.

Erik Qualman – Futurist, Technology and Motivational Speaker: Erik's topic was "digital leadership" – or how to navigate and succeed in our technology-laden world.

Take Away: Vendors sponsor all of the keynotes at NACE allowing them to pay honoraria to these expensive presenters. Query if NALP could use sponsorship donors to offset the cost of high-profile plenary speakers?

CONCURRENT SESSIONS

I attended several excellent concurrent sessions covering:

Neuro Diversity: One of the most discussed topics at NACE 19 was 'neurodiversity' – they offered at least three sessions on the topic. Neurodiversity is a relatively new term that refers to people who have dyslexia, autism, ADHD, dyspraxia and other neurological conditions. The session I attended entitled, "Autism Goes to Work" was the most eye-opening of any I attended at NACE.

Presenters from Landmark College in Vermont elucidated terms, definitions, and resources and the challenges and techniques of working with this significant student population. As I listened and took copious notes I thought of several of my law students and recent graduates who present these characteristics and who struggle significantly in the job hunt.

Take Away: I encourage NALP to include this topic in our upcoming AEC – perhaps and/or via other educational delivery vehicles (e.g. a webinar.) I shared this recommendation with Mary Beal.

Recruiting Best Practices: Another strong program (and timely for NALP) focused on recruiting best practices. Large employers (including Chevron) presented, “Three Things Recruiters Want You to Know” and covered timing of offers (they have no guidelines), exploding offers (not good), renegeing on offers (not welcomed but they understand that they happen.)

Take Aways: Reasonableness and communication between candidates and employers is critical. Sound familiar?

Public Policy Update: As I found last year, this was again an important presentation re: current and expected legislation and executive branch practices of interest to or with potential impact to the NACE membership. Presenters included NACE leaders and experts who covered topics including: federal work-study; immigration concerns (chill on H1Bs, DACA); unpaid internships, academic credit, and apprenticeships programs; loan repayment; and, the College Transparency Act.

Take aways: NACE actively monitors and has an important voice in these matters. They are a member of 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?

Maintaining and Handling Protected Data: This was an informative (and sobering) tutorial presented by NACE’s counsel, Edward Easterly, Esq., concerning how vulnerable colleges/universities and employers are to data breaches and why CSOs and recruiters need to be part of the solution to protect their institutions.

Take aways: Institutions need to have numerous preventative policies and practices in place.

Future-focused and Technology-focused Offerings: Programs included, “The Future Is Coming: Innovative Strategies in Career Readiness and Talent Acquisition”, “AI for Career Services: A New Frontier for Career Coaches”, and “the Death of the Job Board.”

Take aways: I am getting old!

SPECIAL EVENTS and AWARDS

Invitation-only Reception: Honoring retiring NACE Executive Director, Marilyn Mackes. I attended in tandem with Fred Thrasher.

Awards Program: A dessert reception during which NACE presents numerous awards to members in varying categories including the prized NACE Academy of Fellows Award to recognize exceptional, long-standing NACE leaders and contributors.