

# Tech Trends + Best Practices

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Employer Advisory Board  
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#AskMeAboutNACE



# **Kansas Association of Colleges & Employers (KACE)**

[kaceweb.org](http://kaceweb.org)

# **National Association of Colleges & Employers (NACE)**

[naceweb.org](http://naceweb.org)

# Who are they?

Millennials became largest generation in the workforce  
in May 2015

Boomers	Millennials
Command & control	Coaching
Uniformity	Customization
Need to know basis	Access & transparency
Excited to drive	Rather have internet

\* Adapted from Lindsey Pollack, NACE Keynote



# **Mobile friendly**

## Swiping

## Rating



**Let students build content**  
(with guidance)



# **Create once, publish everywhere**

## Expectation of multiple formats



# **Capitalize on FOMO**

Fear of Missing Out

It's all about the experience



# **What students want**

Customized experience

Push notifications (they opt in)

Dashboards

Bigger picture of industry

High touch interactions



# Questions

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