# The Virtual Career Center
# The Internet: A Tool for Career Planning

James P. Sampson, Jr.

Professional Development Institute

National Career Development Association Conference: Career Development Across the Lifespan

Denver, Colorado

June 25, 2003

# Design of Internet Web Sites

- Resource-Based Web Site
- Need-Based Web Site

# Resource-Based Web Sites

- Organized by
  - resources and services available
  - the structure of the organization
- Users select resources, services, or links to meet their needs

# Advantages

- Fast access for experienced users
- Low development costs
- Short time required for development

# Disadvantages

- Difficulty for novice users in selecting resources, services, and links that meet their needs
  - Assumes ability to link resources & needs
  - Difficult to predict outcomes
  - Uncertainty about when help is needed
  - May lead to random linking & site hopping
- Becoming overwhelmed with options
  - Emphasis on comprehensiveness

# Need-Based Web Sites

Three levels

1. Index (home page) list of potential users (audiences)
2. Interactive clarification of needs (simulated conversation with a practitioner)
3. Links to resources and services related to specific needs

Site map and index provides fast access for experienced users

# Need-Based Web Sites

- Elements of each link
  - Description (Not actual title)
  - Potential learning outcome
  - Recommendations on the use of resources provided as appropriate
- Number of links limited by working memory requirements and quality

# Need-Based Web Sites

- User identifies need - for example
  - beginning student selects a program of study related to interests
  - graduating student identifies employers recruiting for specific occupations
- Resources, services, and links are then related to needs

# Aims of the Need-Based Design

- Provide easy access to relevant, high quality links that users understand how to use
- Promote effective use of relevant resources and services rather than promoting comprehensive access to all possible resources and services

# Advantages

- Users only view resources and services related to their needs
  - Site appears smaller and easier to navigate
  - Users are less likely to be overwhelmed with information
- Users better understand how to use resources
- Users better understand when assistance is needed

# Disadvantages

- Higher development costs
- Long time required for development
- Difficulty in applying the expert knowledge of counselors

# Selecting Web Site Design Features to Promote Learning

- Design
- Content
- Navigation
- Evaluation

# Design

- Consistency
- Cognitive aspects
- Self-sufficiency
- Accessibility

# Design

- Consistency
  - Templates
    - Clarification of audience, clarification of needs, and information delivery
  - Page design
    - Fonts, colors, styles, headers, footers, etc.

Welcome to the FSU Career Center! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER ©2000 Fla. State Univ. help | about us site map | index | search: GO

home First time user?

Clarification of audience

# Welcome to The Career Center!

## What brings you here today?

I am a:

**Student** seeking career, education, or job assistance.

**Alumni** looking for help with job, education, and career decisions.

**Community Member** seeking information about career and education choices.

**Employer** interested in offering career opportunities to FSU students.

**Faculty, Staff or Administration member** seeking career resources and services.

**Family Member** wanting to assist in the career process.

**Professional** delivering career services or creating career resources.

**what's new**

*January 02, 2001*

2000-01 Schedule of Events

Seminole Futures Career Exposition Jan 26

Co-op/Internship Career Expo Jan 25: Participant List

Go to JOBTRAK

help | about us site map | index

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The Career Center
Suite A4100, University Center
FSU, Tallahassee, FL 32306-2490
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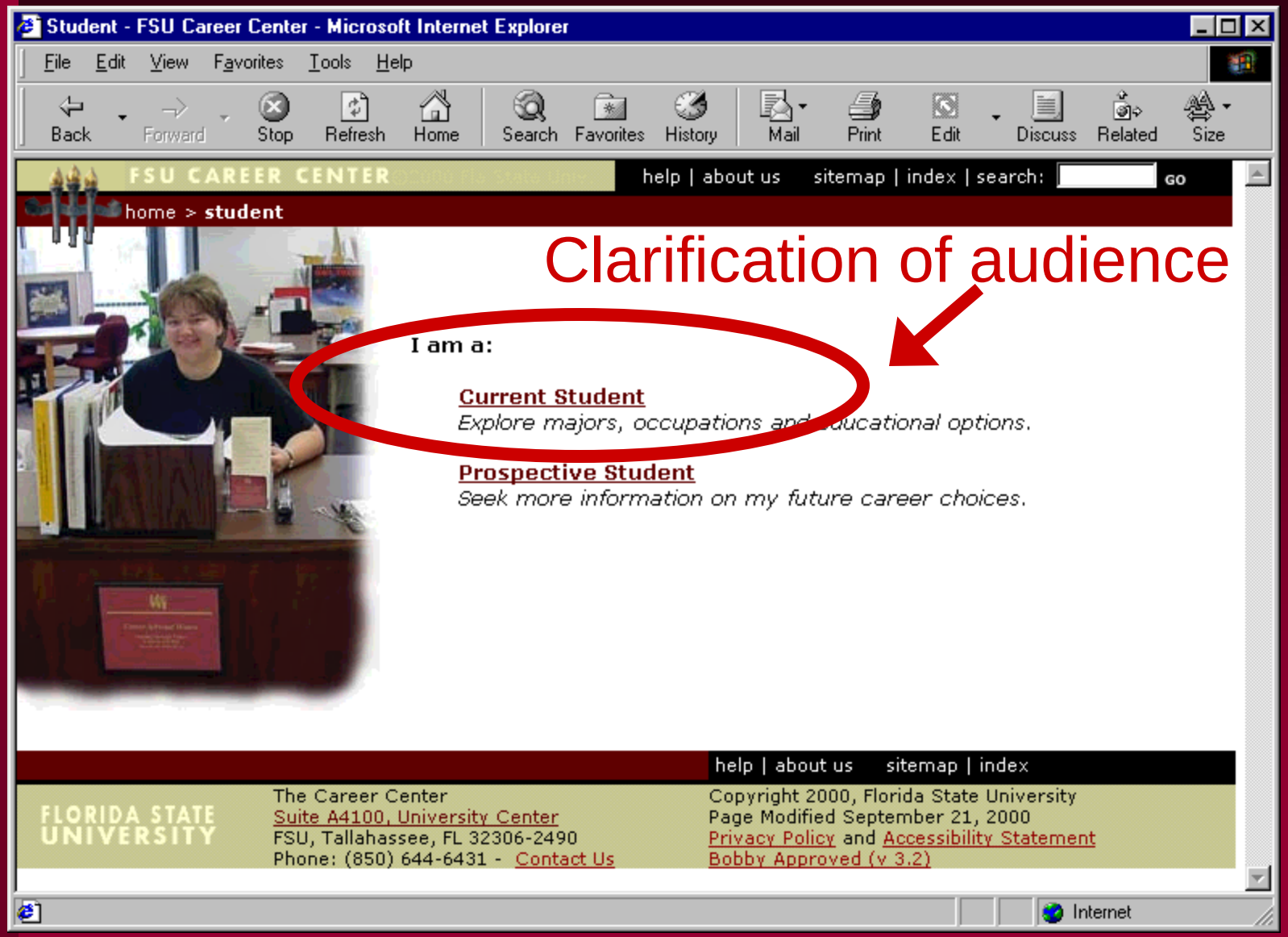
Internet


Student - FSU Career Center - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size
FSU CAREER CENTER
help | about us sitemap | index | search: go
home > student
Clarification of audience
I am a:
Current Student
Explore majors, occupations and educational options.
Prospective Student
Seek more information on my future career choices.
help | about us sitemap | index
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The Career Center
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Current Student - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER

help | about us sitemap | index | search: GO

home > student > current

# Clarification of needs

I am a current student and I want to:

**Choose or change my major.**
*Learn what's involved in choosing a major and what resources are available in The Career Center.*

**Explore career options & information.**
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*

**Explore education options after graduation.**
*Obtain the information you need to make a decision about continuing your education.*

**Find internships, co-ops or other work experience.**
*Explore internships, co-ops and a variety of programs available for FSU students.*

**Find a job/interview on campus.**
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*

**Find academic and advising resources on campus.**
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

help | about us sitemap | index

Internet

Choose a Major - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search: GO

home > student > current > **choose a major**

# Clarification of needs

**I am a current student and I want to choose/change my major.**
**I would like to:**

**Know where to begin.**
*Learn what is involved in choosing a career or major through the Guide to Career-Decision Making.*

**Visit our Choose a Major workshops.**
*Participate in the "Choose a Major" workshops we provide.*

**Take the "Career Class" at FSU.**
*Learn about an undergraduate course that helps you explore your interests, find majors that might fit you, and develop job search skills.*

**View the "Career Clock."**
*Read suggestions of where you should be in your academic and career development.*

**Match FSU majors to occupations.**
*Identify computer, Web, and print-based resources that help you to match FSU majors to occupations.*

**Explore career options.**
*Gather information about occupations to assist you in choosing a major.*

**Gain more experience before graduating.**
*Explore opportunities for gaining career experience and discover how to get involved.*

Internet

Guide to Career Decision Making - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER help | about us sitemap | index | search: go

home > student > current > choose a major > **career decision guide**

*I am a current student and I want to choose a major;*
*Knowing where to begin in Choosing a Major or Career.*

## Guide to Career Decision Making/Choosing a Major

There are several objectives to consider when trying to choose a major, including knowing about yourself, knowing about your options, knowing how you make decisions and identifying/addressing any barriers to your career decision making. The relationship between these objectives is outlined in the diagram below, known as the Pyramid of Information Processing.

Information delivery

Once you realize you need to make a career decision, the next step is to clarify what you know about yourself and your options. In looking at your self-knowledge it is

Done Internet

# Design (Continued)

- Cognitive aspects
  - Limited demands on memory
    - $7 \pm 2$ options on any page
  - Browsability
    - Grouping and classifying similar information or items
  - Readability
    - Language level appropriate for audiences served

Current Student - FSU Career Center - Microsoft Internet Explorer

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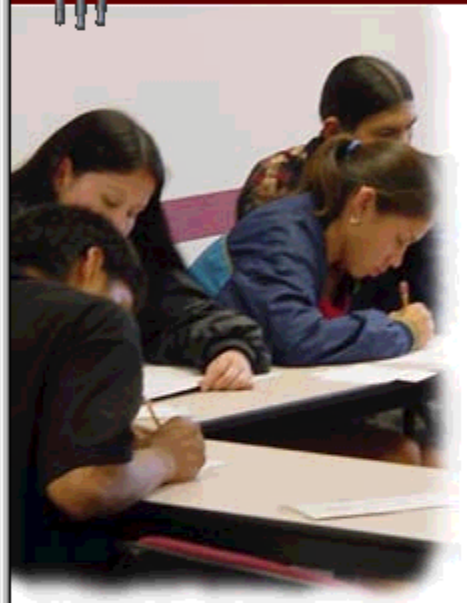
help | about us sitemap | index | search: GO

home > student > current



I am a current student and I want to:

7 ± 2

**Choose or change my major.**
*Learn what's involved in choosing a major and what resources are available in The Career Center.*

**Explore career options & information.**
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*

**Explore education options after graduation.**
*Obtain the information you need to make a decision about continuing your education.*

**Find internships, co-ops or other work experience.**
*Explore internships, co-ops and a variety of programs available for FSU students.*

**Find a job/interview on campus.**
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*

**Find academic and advising resources on campus.**
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

Limited demands on memory

help | about us sitemap | index

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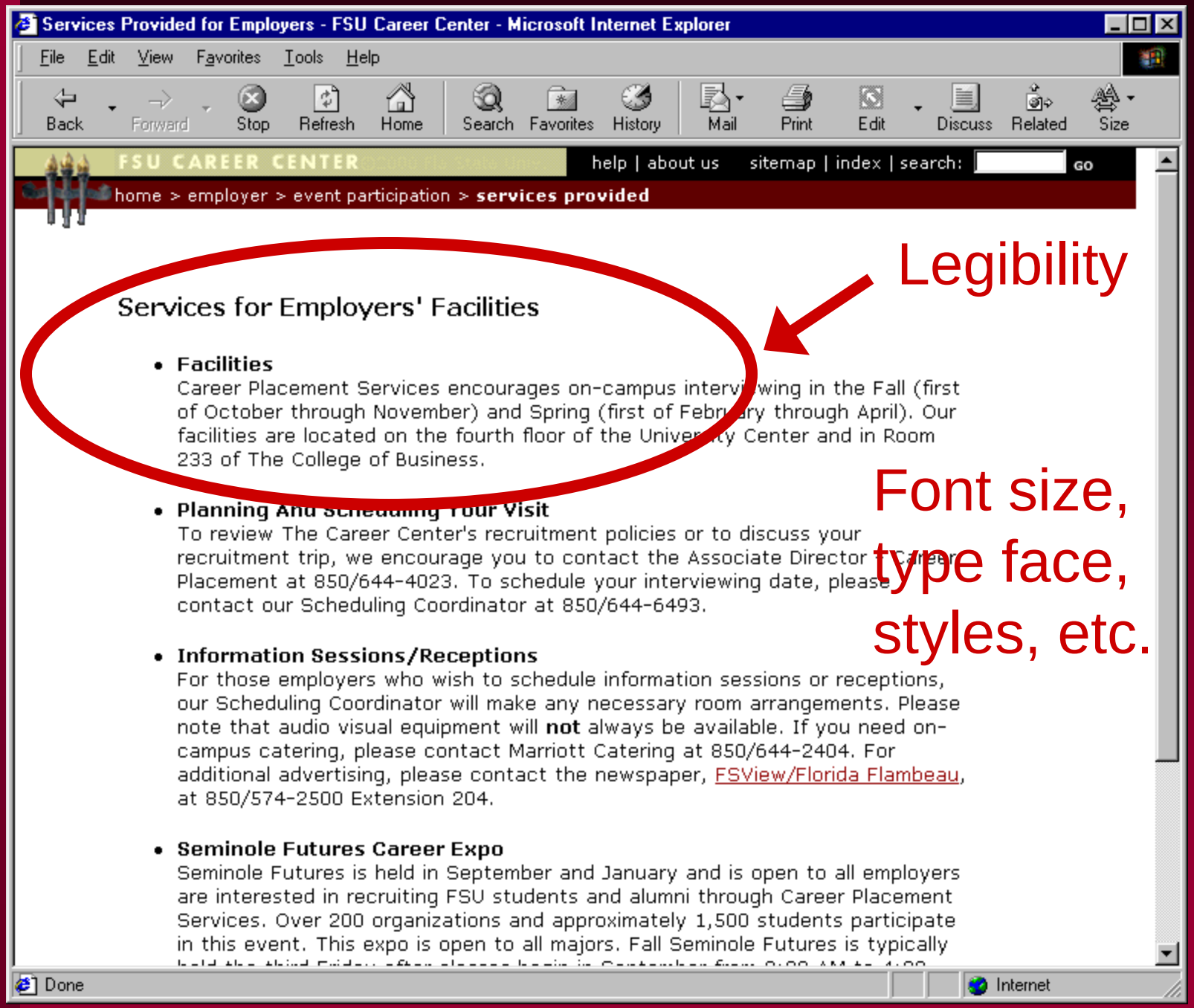
Internet

# Design (Continued)

- Cognitive aspects (continued)
  - Legibility
    - Font size, type face, colors, etc.
  - Items ordered by developmental sequence or most frequent use




Legibility

Font size, type face, styles, etc.

Exploring Graduate & Professional Schools - FSU Career Center - Microsoft Internet Explorer

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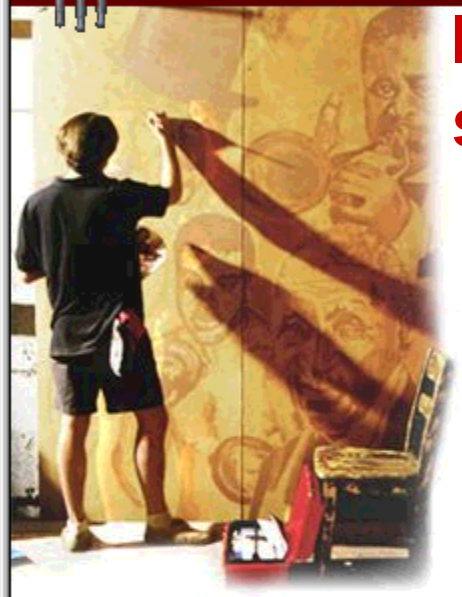
FSU CAREER CENTER help | about us sitemap | index | search: GO

home > student > current > **education info**



# Items ordered by developmental sequence or most frequent use

**I am a current student and I want to explore Graduate and Professional Education. I want to:**

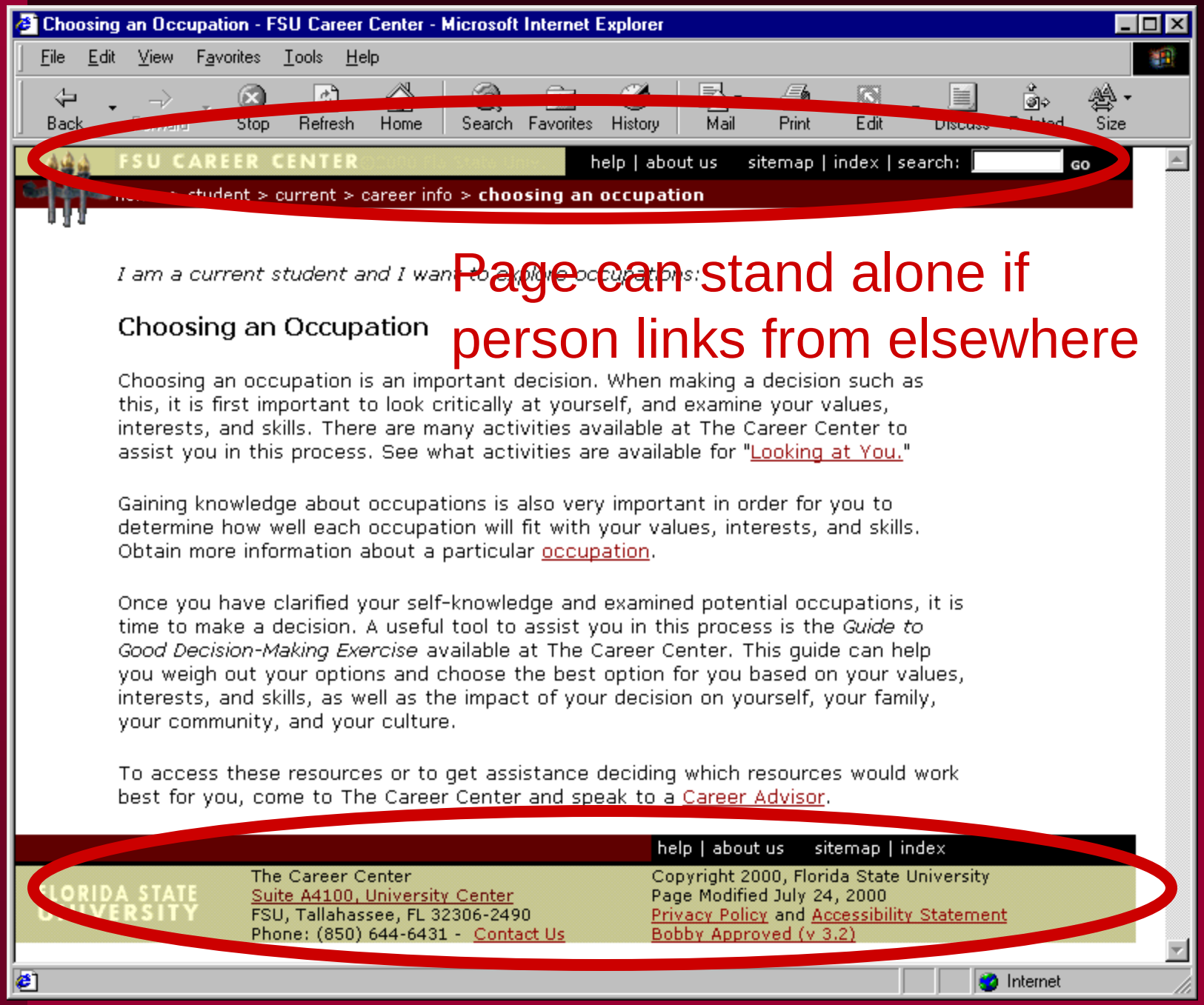
1. **Decide if I should continue my education**
   *Understand the steps involved in deciding whether to pursue graduate education.*
2. **Search for a degree program and school**
   *Identify sources for finding the professional or graduate program or school that fits your needs.*
3. **Learn about the application process**
   *Identify the steps necessary in applying for graduate school.*
4. **Finance my degree**
   *Seek information on fellowships, assistantships, loans, grants and scholarships.*
5. **View a suggested time line for the graduate process**
   *Know where you should be during your last two years as an undergraduate.*
6. **Visit the office of graduate studies**
   *Apply for graduate school at Florida State, request graduate materials and explore available programs.*

help | about us sitemap | index

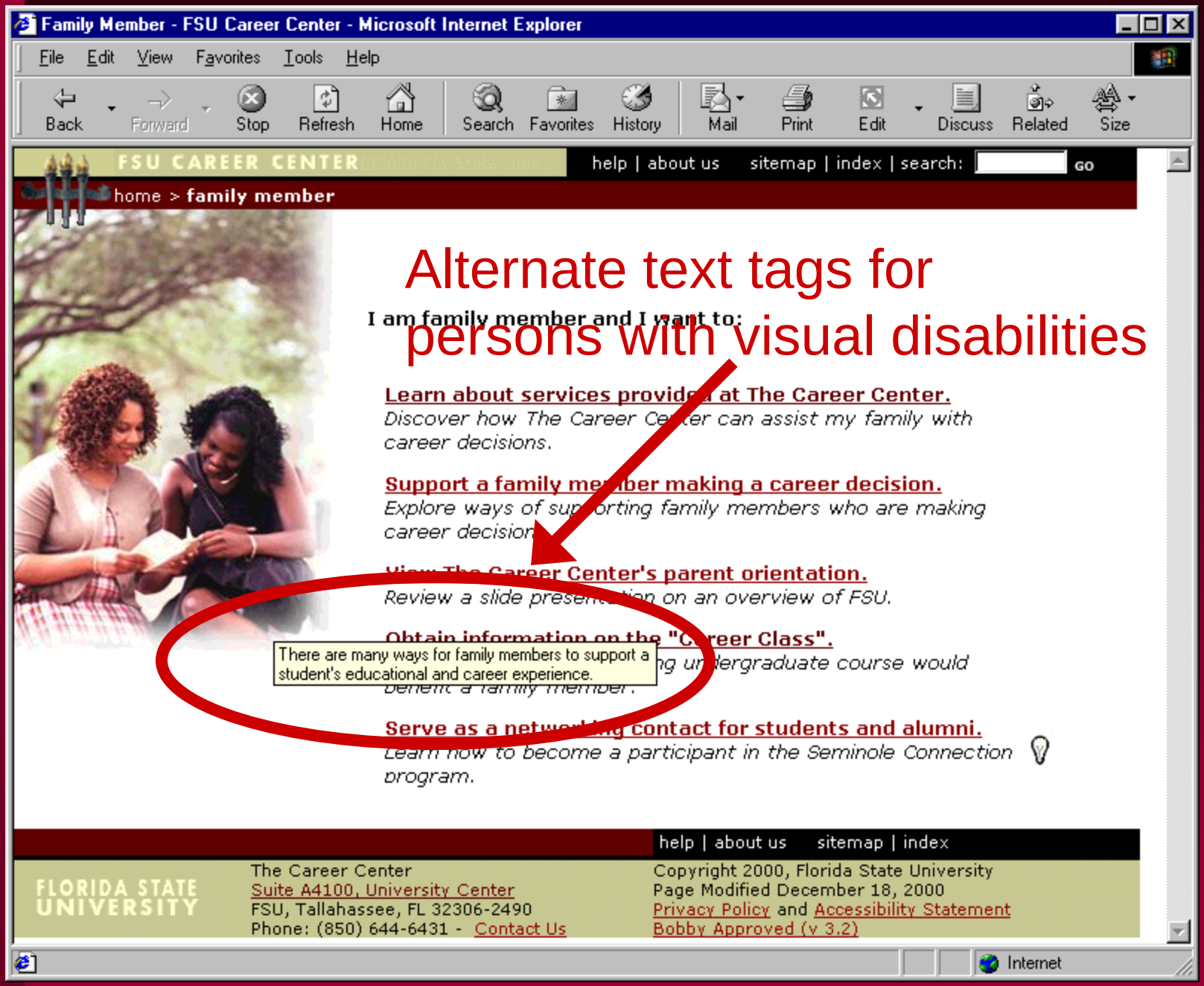
Internet

# Design (Continued)

- Self-sufficiency
  - Page can stand alone if person links from elsewhere
- Accessibility
  - Alternate text tags for persons with visual disabilities
  - Selecting colors for persons with color blindness




Page can stand alone if person links from elsewhere


Family Member - FSU Career Center - Microsoft Internet Explorer
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help | about us sitemap | index | search: GO
home > family member
Alternate text tags for persons with visual disabilities
I am family member and I want to:
Learn about services provided at The Career Center.
Discover how The Career Center can assist my family with career decisions.
Support a family member making a career decision.
Explore ways of supporting family members who are making career decisions.
View The Career Center's parent orientation.
Review a slide presentation on an overview of FSU.
Obtain information on the "Career Class".
undergraduate course would benefit a family member.
Serve as a networking contact for students and alumni.
Learn how to become a participant in the Seminole Connection program.
There are many ways for family members to support a student's educational and career experience.
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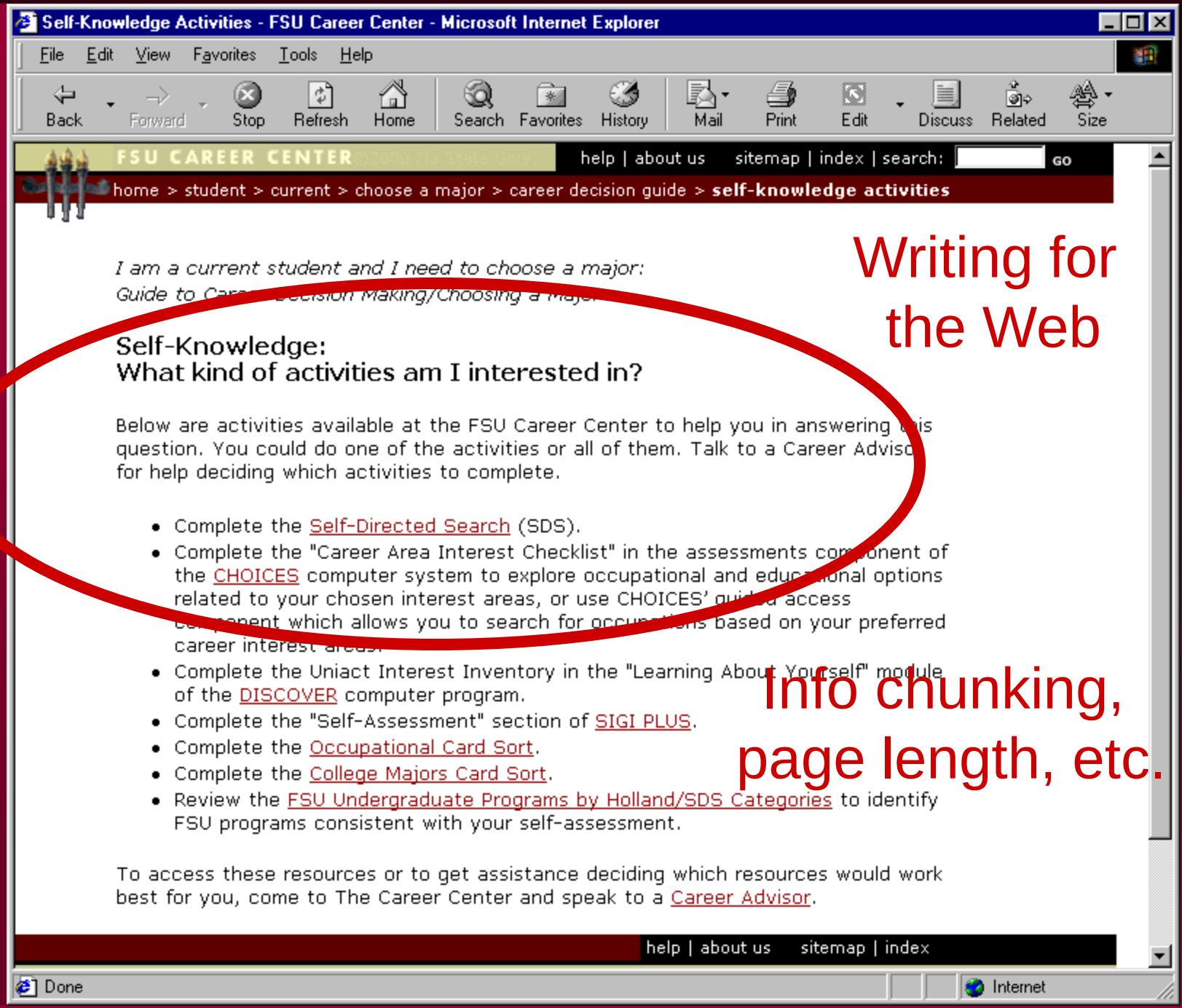
Internet

# Content

- Writing for the Web
- Graphics
- Help
- Organizational information
- Time-based features
- Place-based features

# Content

- Writing for the Web
  - Info chunking, page length, etc.
- Graphics
  - Related to content, short download time, sensitive to diverse audiences
    - Icons/symbols
    - Photographs
- Help
  - Help information, first time user orientation, how to pop-up window (sequence and use information; circumstances when help is needed)




Writing for the Web

Info chunking, page length, etc.

# Content congruence of photographs

Find a Job - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER

help | about us sitemap | index | search: GO

home > student > current > **find a job**

**I am a current student and I want to find a job/interview on campus. I would like to:**

**Find job openings for a field of interest.**
*Identify Career Center resources that list available positions.*

**Use career guides to assist in the job search.**
*Read materials on a variety of topics to improve the success of the job hunting process.*

**Attend Career Center events.**
*View a calendar of expositions, workshops and other activities that will lead to a more effective job search.*

**Learn about other methods of job hunting.**
*Explore additional options for completing a successful job search.*

**Register for on-campus interviewing.**
*Take the steps required to participate in on-campus recruitment.*

**Schedule an interview with an employer.**
*Access JOBTRAK.com to continue the interview process.*

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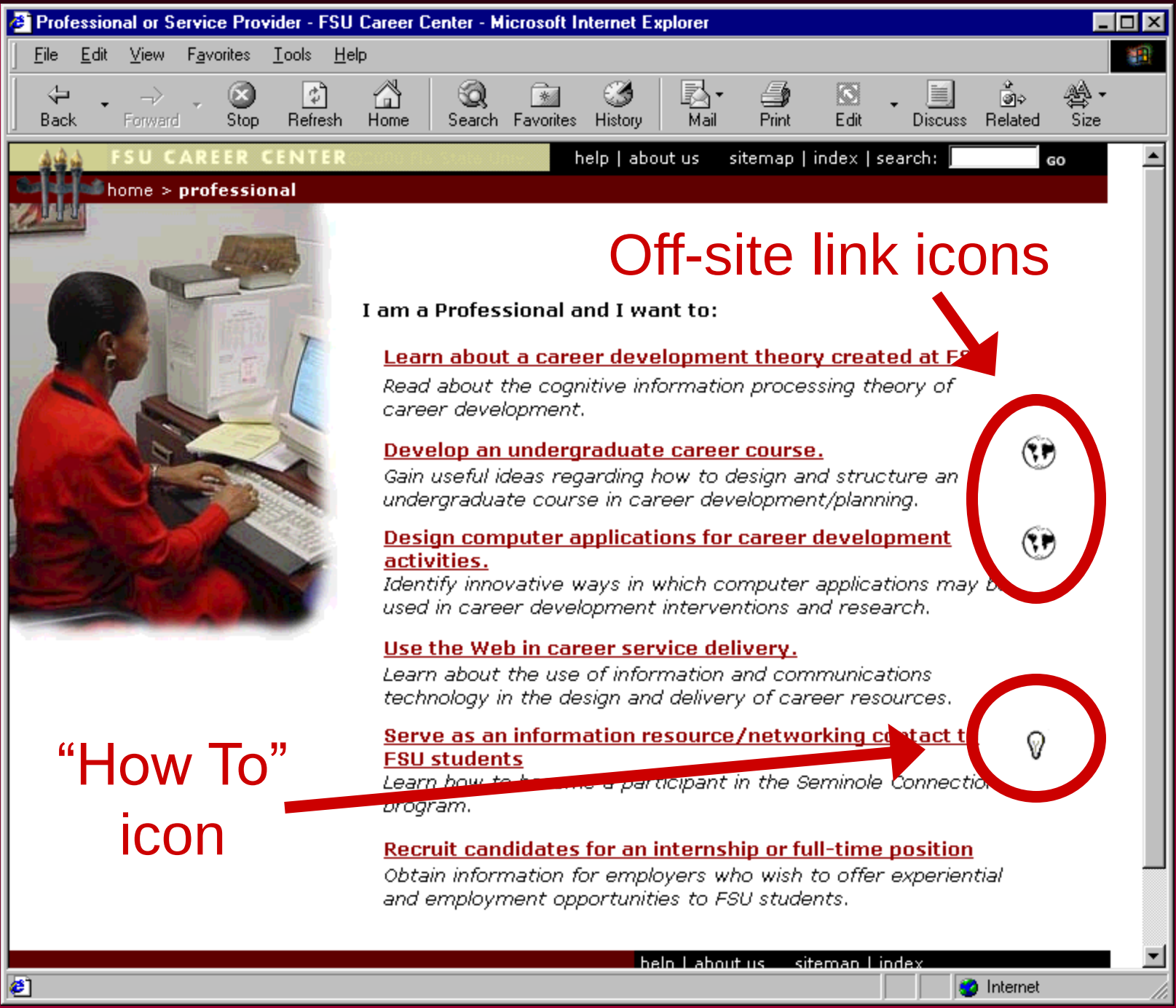
Professional or Service Provider - FSU Career Center - Microsoft Internet Explorer
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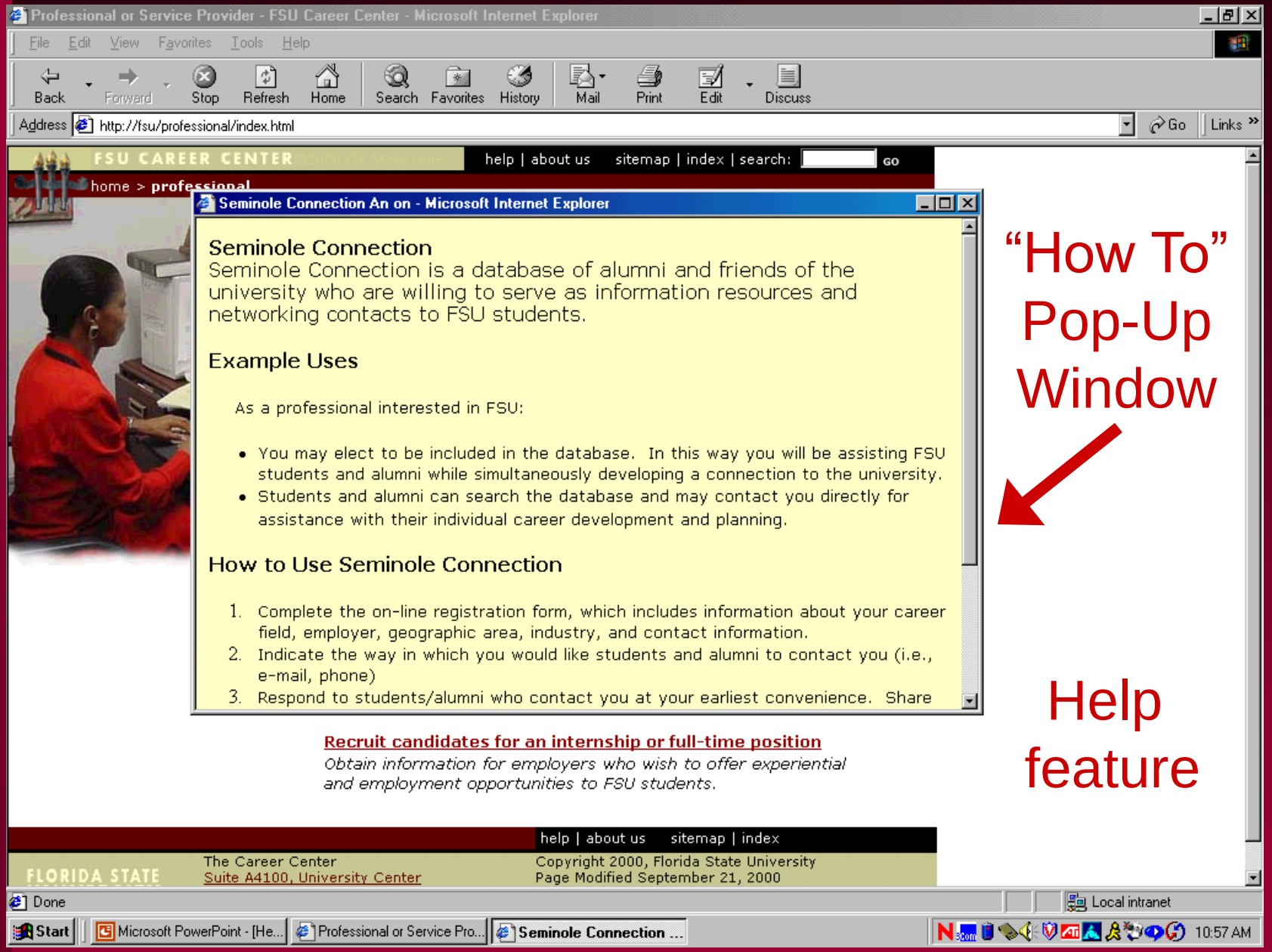
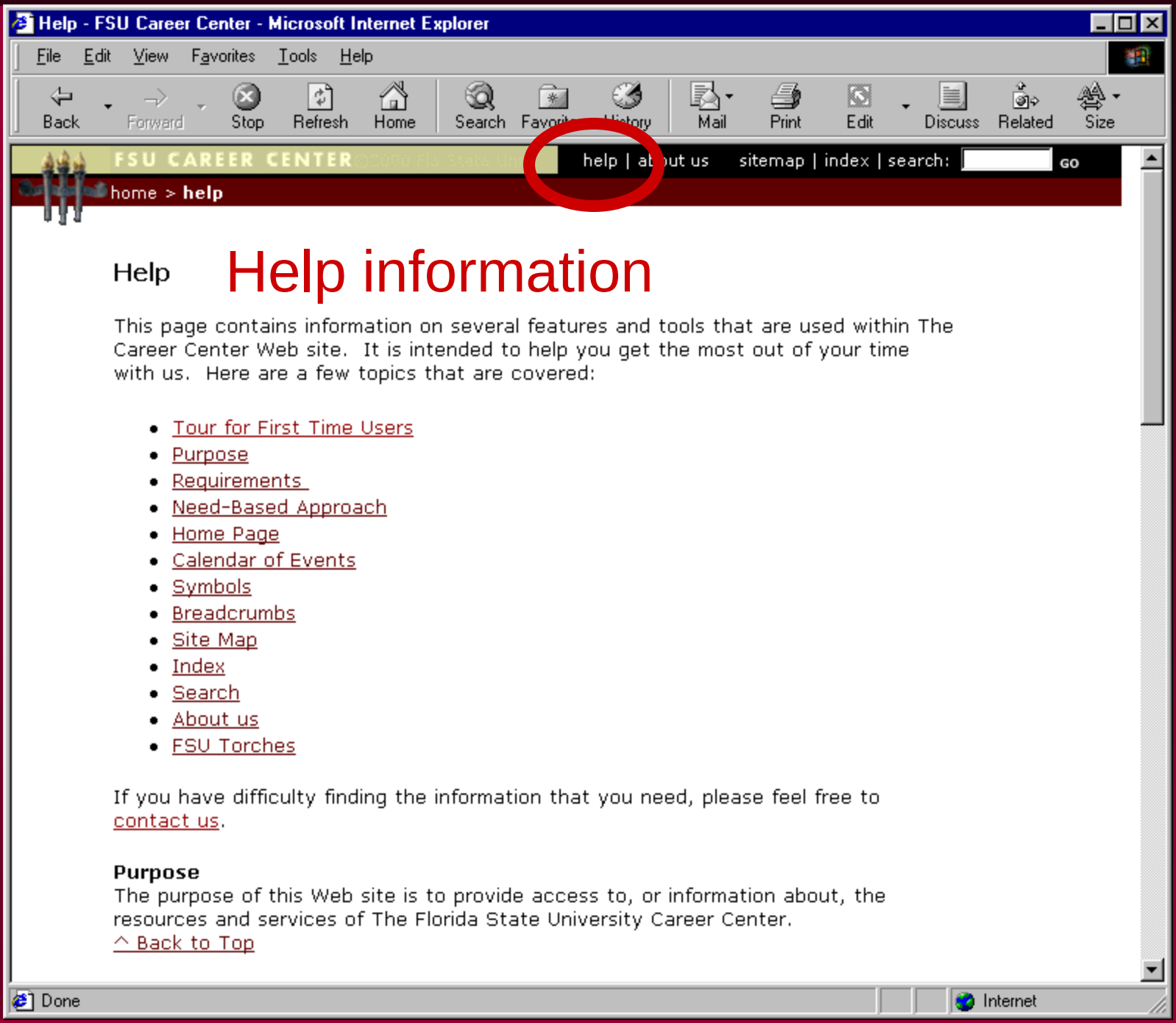
help | about us sitemap | index | search: Go
home > professional
Off-site link icons
I am a Professional and I want to:
Learn about a career development theory created at FS
Read about the cognitive information processing theory of career development.
Develop an undergraduate career course.
Gain useful ideas regarding how to design and structure an undergraduate course in career development/planning.
Design computer applications for career development activities.
Identify innovative ways in which computer applications may b used in career development interventions and research.
Use the Web in career service delivery.
Learn about the use of information and communications technology in the design and delivery of career resources.
Serve as an information resource/networking contact t FSU students
Learn how to b e a participant in the Seminole Connectio program.
Recruit candidates for an internship or full-time position
Obtain information for employers who wish to offer experiential and employment opportunities to FSU students.
"How To" icon
help | about us sitemap | index
Internet




"How To" Pop-Up Window

Help feature


Help - FSU Career Center - Microsoft Internet Explorer
File Edit View Favorites Tools Help
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FSU CAREER CENTER
help | about us sitemap | index | search: go
home > help
Help
Help information
This page contains information on several features and tools that are used within The Career Center Web site. It is intended to help you get the most out of your time with us. Here are a few topics that are covered:
Tour for First Time Users
Purpose
Requirements
Need-Based Approach
Home Page
Calendar of Events
Symbols
Breadcrumbs
Site Map
Index
Search
About us
FSU Torches
If you have difficulty finding the information that you need, please feel free to contact us.
Purpose
The purpose of this Web site is to provide access to, or information about, the resources and services of The Florida State University Career Center.
^ Back to Top
Done
Internet

First Time User Tour - FSU Career Center - Microsoft Internet Explorer

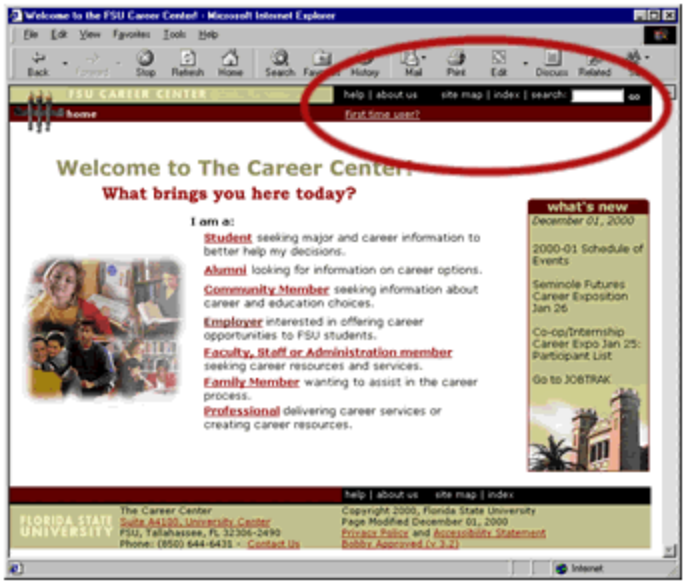
File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search: GO

home > first time user

# Help feature - First time user orientation




Welcome to a tour of this Web site's features! Along our six stops, you will learn about features you can use to access The Career Center Web site.

Five helpful tools are highlighted in the red circle to the left. These tools include:

1. **Help** - answers to common questions and problems.
2. **About us** - information about The Career Center such as staff, location, hours and phone numbers.
3. **Site map** - overview of the Web site you can use to access resources.
4. **Index** - alphabetical listing of resources on the Web site.
5. **Search** - type in what you're looking for and click "Go".

HOME | NEXT

Tour → 1 • 2 • 3 • 4 • 5 • 6 → Home

help | about us sitemap | index

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Internet

# Content (Continued)

- Organizational information
  - About us, privacy policy, contact information
- Time-based features
  - Calendar, what's new, page modification date
- Place-based features
  - Maps and images of physical environment

About The Career Center - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER

help | about us | sitemap | index | search: go

home > about us

# About us

**I want to learn about The Florida State University Career Center.**

**Tour The Career Center Web site's features.**
*Learn how to find resources and services on this Web site.*

**Read the mission of The Career Center.**
*Explore the goals and objectives of service delivery at our organization.*

**Explore the services provided by The Career Center.**
*Learn about the four offices of The Career Center, and how each can help in the career planning and development process.*

**View a list of Career Center staff members and their telephone numbers.**
*Identify contacts at The Career Center who can help you to make the most of your involvement with our organization.*

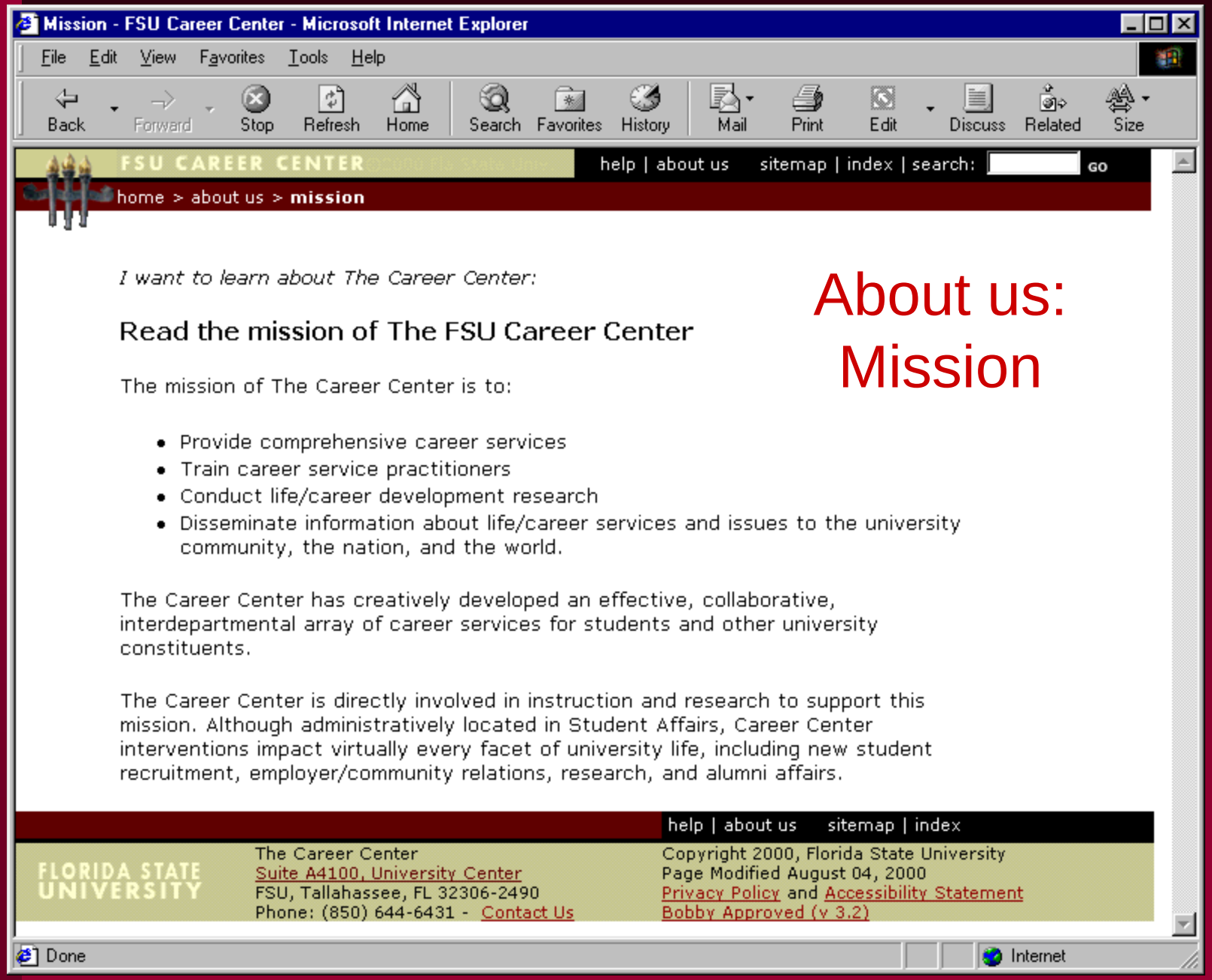
**Find the location and hours of The Career Center.**
*View the hours of operation and where the different offices are located.*

**Identify the developers of this site.**
*Learn who has contributed to the development of this Web site..*

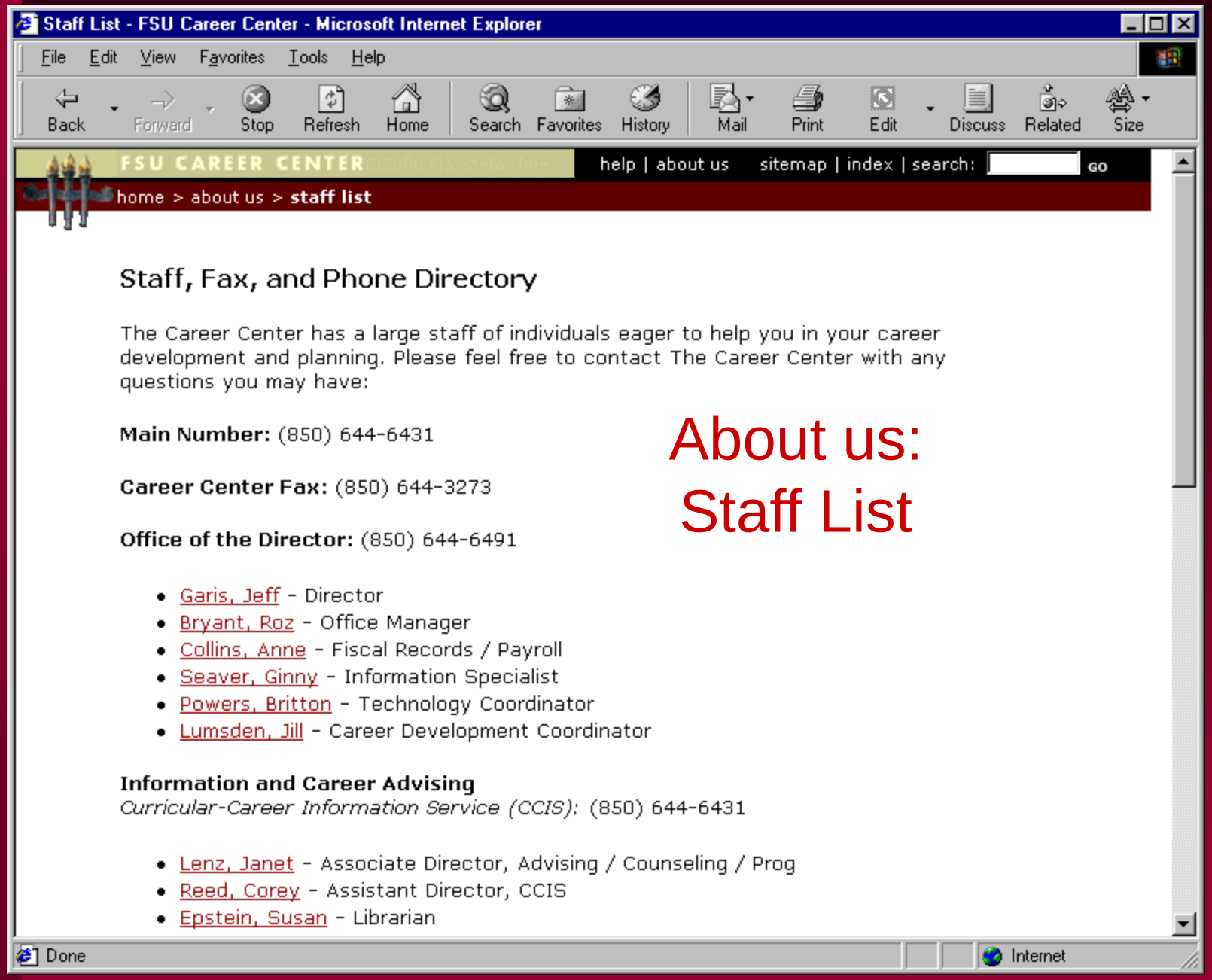
**Explore the design and development of the Web site.**
*Learn about the theories and practices that went into the making of The Career Center Web site.*

help | about us sitemap | index

Internet




# About us: Mission




About us:
Staff List

Location and Hours - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER help | about us sitemap | index | search: GO

home > about us > location and hours

# About us: Location

**The Career Center** is located in **Building A, Suite 4100** of the University Center. It is open weekdays from **8am to 5pm**. View a more detailed list of hours and locations.

**Directions from the Airport**
Upon leaving Tallahassee Regional Airport take Route 263 (also known as Capital Circle) east t Route 373 (Springhill Road) north to Lake Bradford Road north to Stadium Drive. Left on Stadium Drive, turn right onto Champions Way The Visitor's Parking is located in front of Building B on your right. The Career Center is located in Building A.

**Directions from Interstate 10**
Take Exit 28 south on Capital Circle NW to Pensacola Street (Hwy 20). Take a left (west) o Pensacola Street, driving until you see the Stadium. Take a right (south) on Champions Way and park in the Visitor's Parking lot located in front of Building B on the left. The Career Center is located in Building A.

**Directions from Apalachee Pkwy (U.S. 27)**
Go west on Apalachee Pkwy until Monroe St. Take a left (south) on Monroe Street, and then take a right (west) on Gaines street. Follow Gaines street (which becomes Stadium Drive) until you come to the Stadium. Turn right on Champions Way. The Visitor's Parking is locate in front of Building B on the right. The Career

Done Internet

Web Site Development Team - FSU Career Center - Microsoft Internet Explorer

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FSU CAREER CENTER

help | about us sitemap | index | search: GO

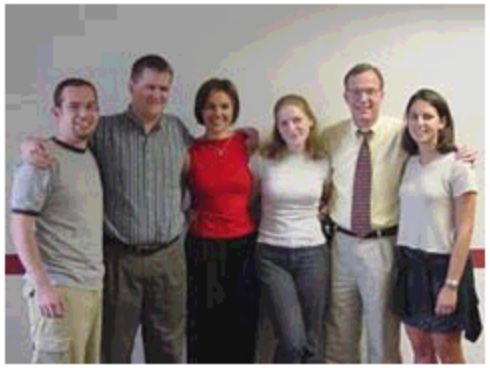
home > about us > **development team**

# About us: Authorship

*Learn who has contributed to the design and development of this Web site.*

**The prototype design for this site was created by:**

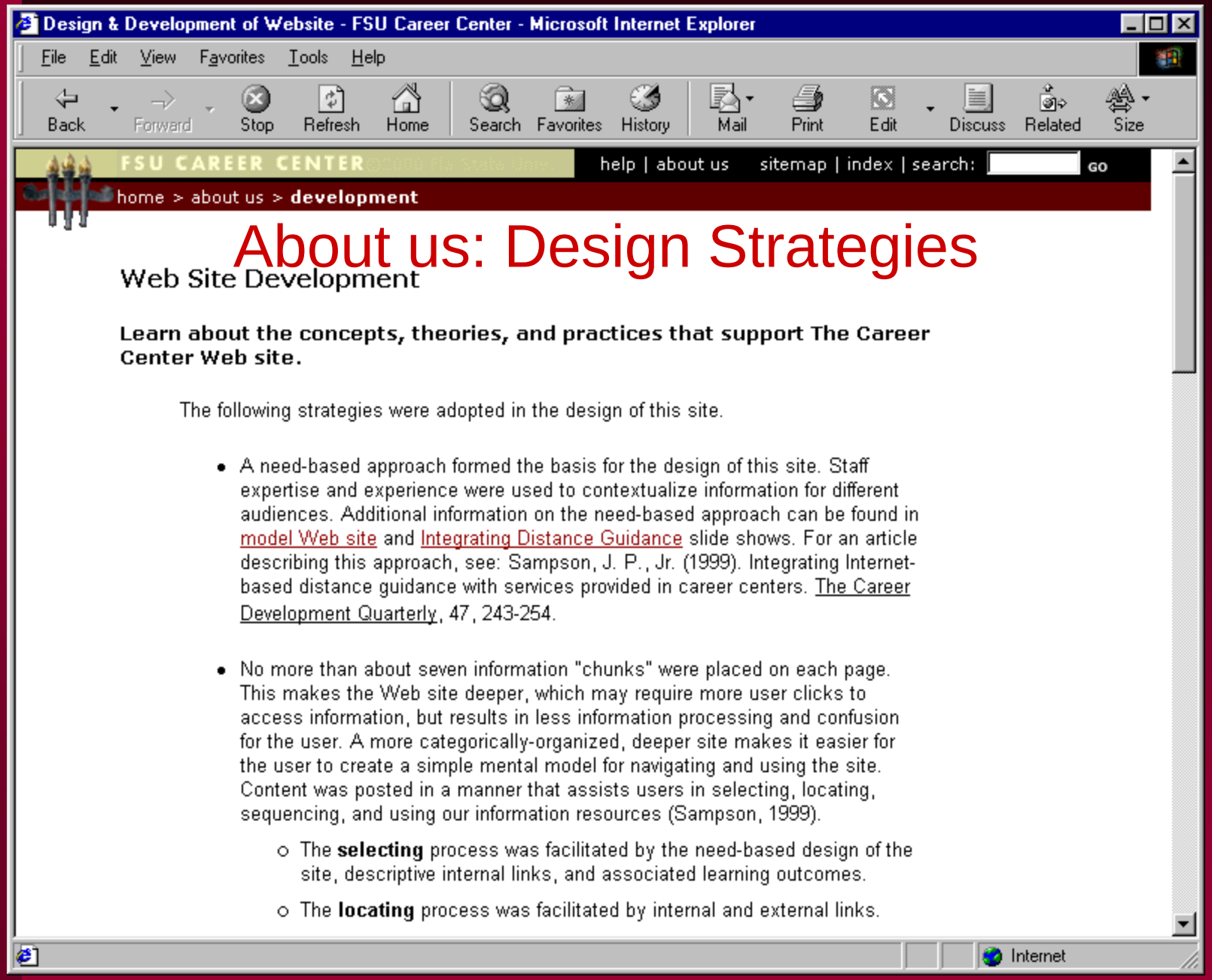
Scott Arkin, Darrin Carr, Jill Lumsden *(not pictured)*, Megan Minvielle, Julia Panke, Britton Powers *(not pictured)*, Jim Sampson, and Stacie Vernick



**The on-going development of this site reflects contributions from:**

Scott Arkin, Tracie Barnard, Roz Bryant, Darrin Carr, Anne Collins, Sean Collins, Debbie Crowder, Mary Douglas, Susan Epstein, Jeff Garis, Janet Lenz, Jill Lumsden, Juliette McDonald, Angie McNeill, Megan Minvielle, James Murray, Julia Panke, Gary Peterson, Britton Powers, Gwen Randolph, Bob Reardon, Corey Reed, Pearly Rosier, Jim Sampson, Ginny Seaver, Stacie Vernick, and Myrna Unger

Done Internet


Design & Development of Website - FSU Career Center - Microsoft Internet Explorer
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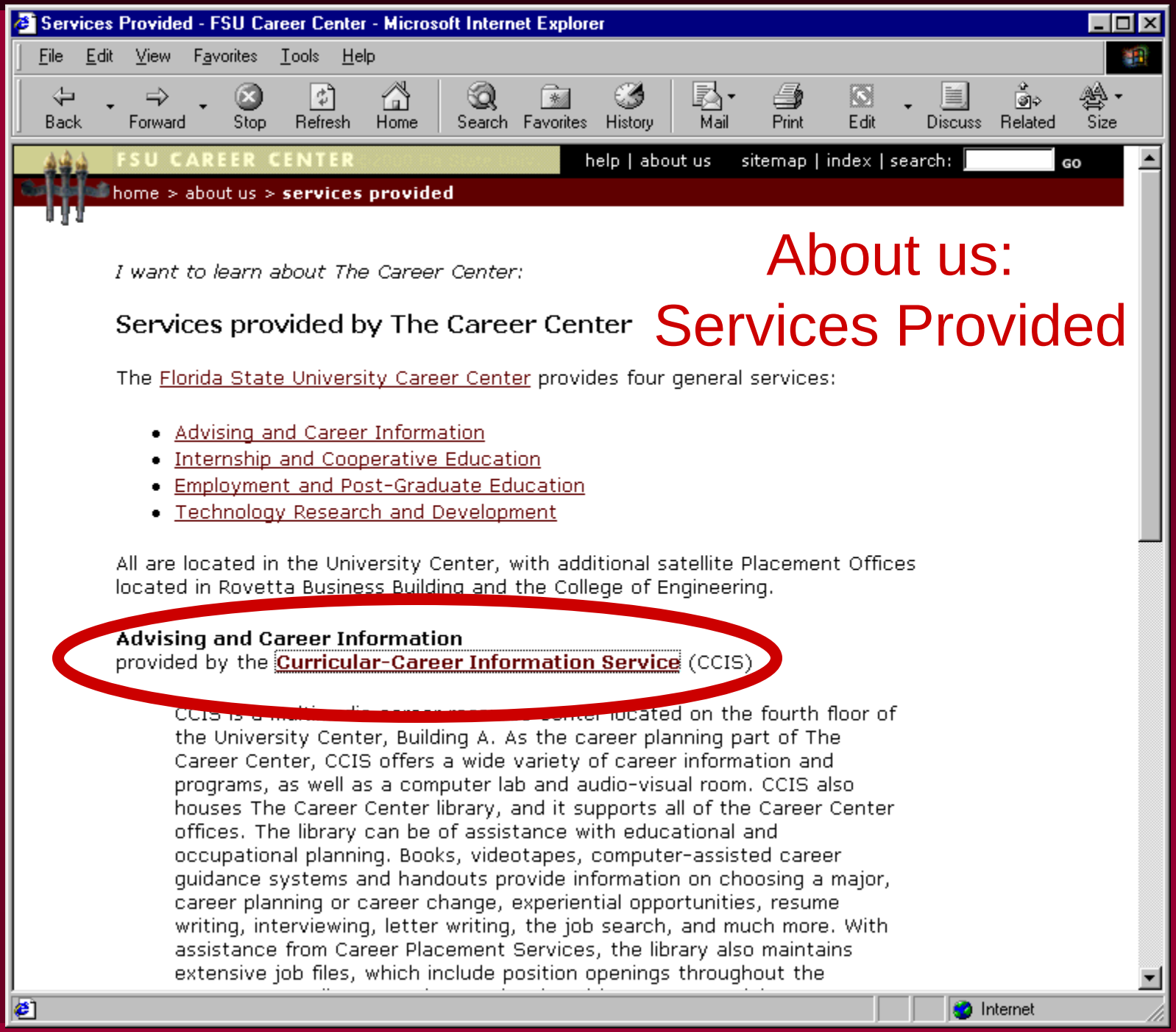
FSU CAREER CENTER
help | about us sitemap | index | search: GO
home > about us > development
About us: Design Strategies
Web Site Development
Learn about the concepts, theories, and practices that support The Career Center Web site.
The following strategies were adopted in the design of this site.
A need-based approach formed the basis for the design of this site. Staff expertise and experience were used to contextualize information for different audiences. Additional information on the need-based approach can be found in model Web site and Integrating Distance Guidance slide shows. For an article describing this approach, see: Sampson, J. P., Jr. (1999). Integrating Internet-based distance guidance with services provided in career centers. The Career Development Quarterly, 47, 243-254.
No more than about seven information "chunks" were placed on each page. This makes the Web site deeper, which may require more user clicks to access information, but results in less information processing and confusion for the user. A more categorically-organized, deeper site makes it easier for the user to create a simple mental model for navigating and using the site. Content was posted in a manner that assists users in selecting, locating, sequencing, and using our information resources (Sampson, 1999).
The selecting process was facilitated by the need-based design of the site, descriptive internal links, and associated learning outcomes.
The locating process was facilitated by internal and external links.
Internet




# About us: Services Provided

The Career Center Library Map & Info - FSU Career Center - Microsoft Internet Explorer

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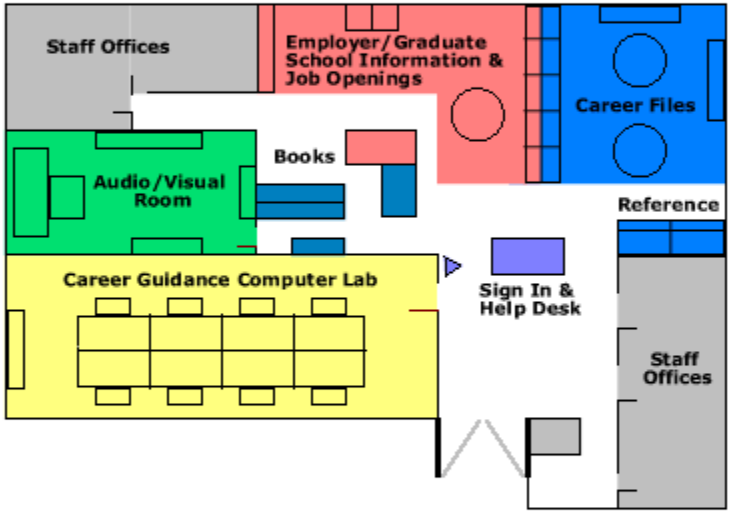
FSU CAREER CENTER help | about us sitemap | index | search: go

home > about us > location and hours > **library map**

# Place-based feature




To explore the Career Center even further, click on the map.

# Map

**Advising and Career Information** are offered through the Curricular-Career Information Service (CCIS). CCIS contains a wide variety of resources, including:

- Career information files
- Index of library resources
- Graduate school information
- Employer information and job openings
- Books and reference materials
- Audio and video tapes
- Career guidance computer systems

In addition, there are handouts on:

- Choosing a major
- Career decision making
- Resume and letter writing
- Interviewing
- Job hunting

The Career Center is located in Building A, room 4101 of the University Center. When visiting The Career Center, first sign-in at the desk. A Career Advisor will help you as soon as possible.

View a larger map of the Career Center.
View pictures of CCIS Office.

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Internet

CCIS Office - FSU Career Center - Microsoft Internet Explorer

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home > about us > location and hours > **ccis office**

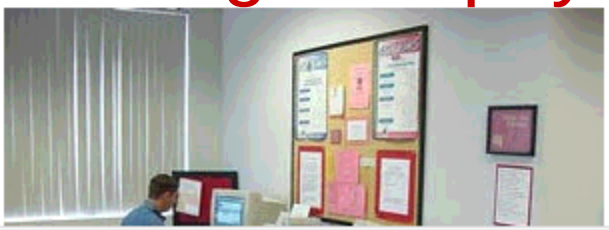
# Place-based feature

## Curricular-Career Information Service Office

When visiting the The Career Center, first come to the Information Desk and sign-in to obtain assistance.

The Reference desk is where you can get assistance in finding books and materials in The Career Center.

# Images of physical environment



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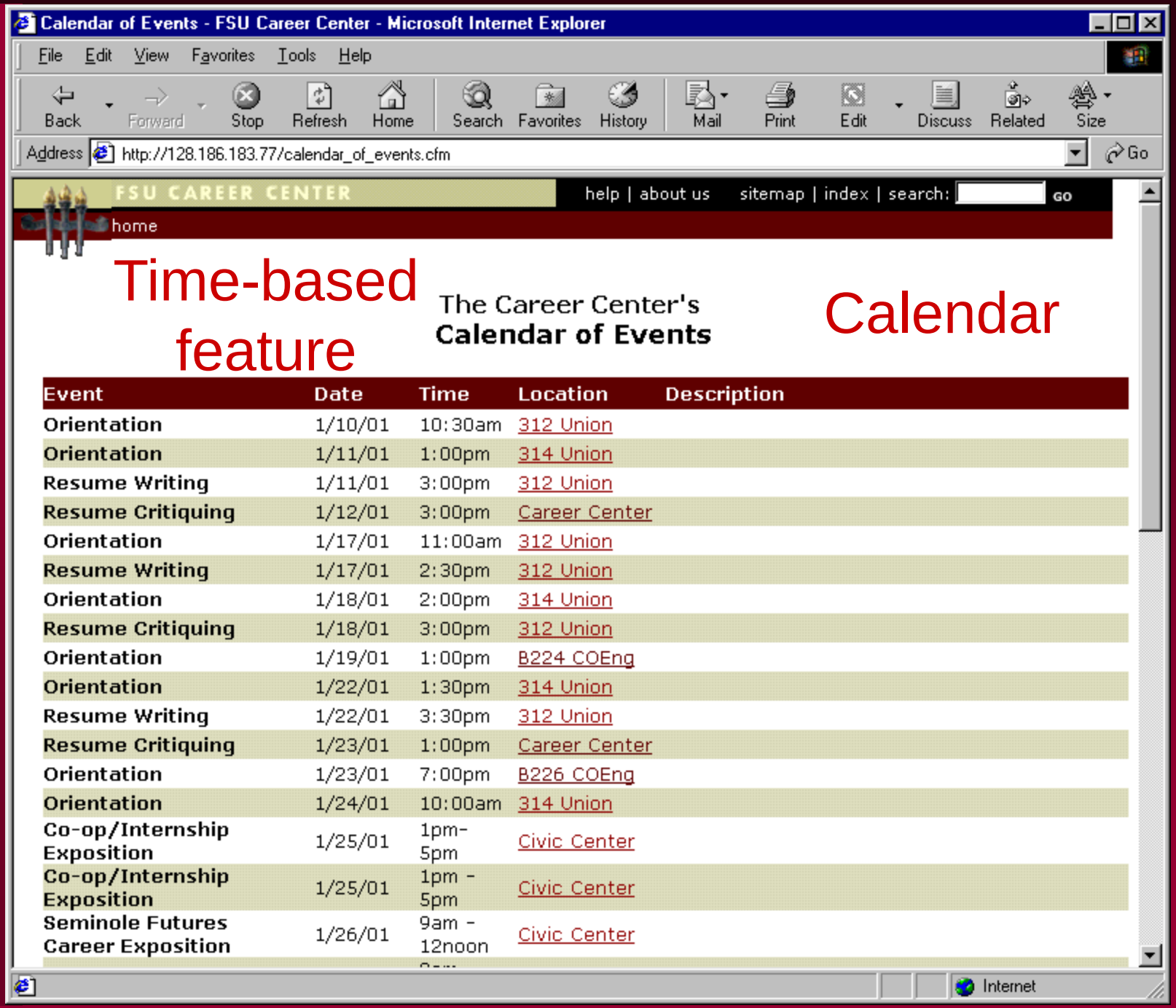
Calendar of Events - FSU Career Center - Microsoft Internet Explorer
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Address http://128.186.183.77/calendar_of_events.cfm
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home
Time-based feature
The Career Center's
Calendar of Events
Calendar
Event Date Time Location Description
Orientation 1/10/01 10:30am 312 Union
Orientation 1/11/01 1:00pm 314 Union
Resume Writing 1/11/01 3:00pm 312 Union
Resume Critiquing 1/12/01 3:00pm Career Center
Orientation 1/17/01 11:00am 312 Union
Resume Writing 1/17/01 2:30pm 312 Union
Orientation 1/18/01 2:00pm 314 Union
Resume Critiquing 1/18/01 3:00pm 312 Union
Orientation 1/19/01 1:00pm B224 COEng
Orientation 1/22/01 1:30pm 314 Union
Resume Writing 1/22/01 3:30pm 312 Union
Resume Critiquing 1/23/01 1:00pm Career Center
Orientation 1/23/01 7:00pm B226 COEng
Orientation 1/24/01 10:00am 314 Union
Co-op/Internship Exposition 1/25/01 1pm-5pm Civic Center
Co-op/Internship Exposition 1/25/01 1pm - 5pm Civic Center
Seminole Futures Career Exposition 1/26/01 9am - 12noon Civic Center
Internet

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home First time user?

# Time-based feature

# What's New

## Welcome to The Career Center!

### What brings you here today?

I am a:

**Student** seeking career, education, or job assistance.

**Alumni** looking for help with job, education, and career decisions.

**Community Member** seeking information about career and education choices.

**Employer** interested in offering career opportunities to FSU students.

**Faculty, Staff or Administration member** seeking career resources and services.

**Family Member** wanting to assist in the career process.

**Professional** delivering career services or creating career resources.

**what's new**

*January 02, 2001*

2000-01 Schedule of Events

Seminole Futures Career Exposition Jan 26

Co-op/Internship Career Expo Jan 25: Participant List

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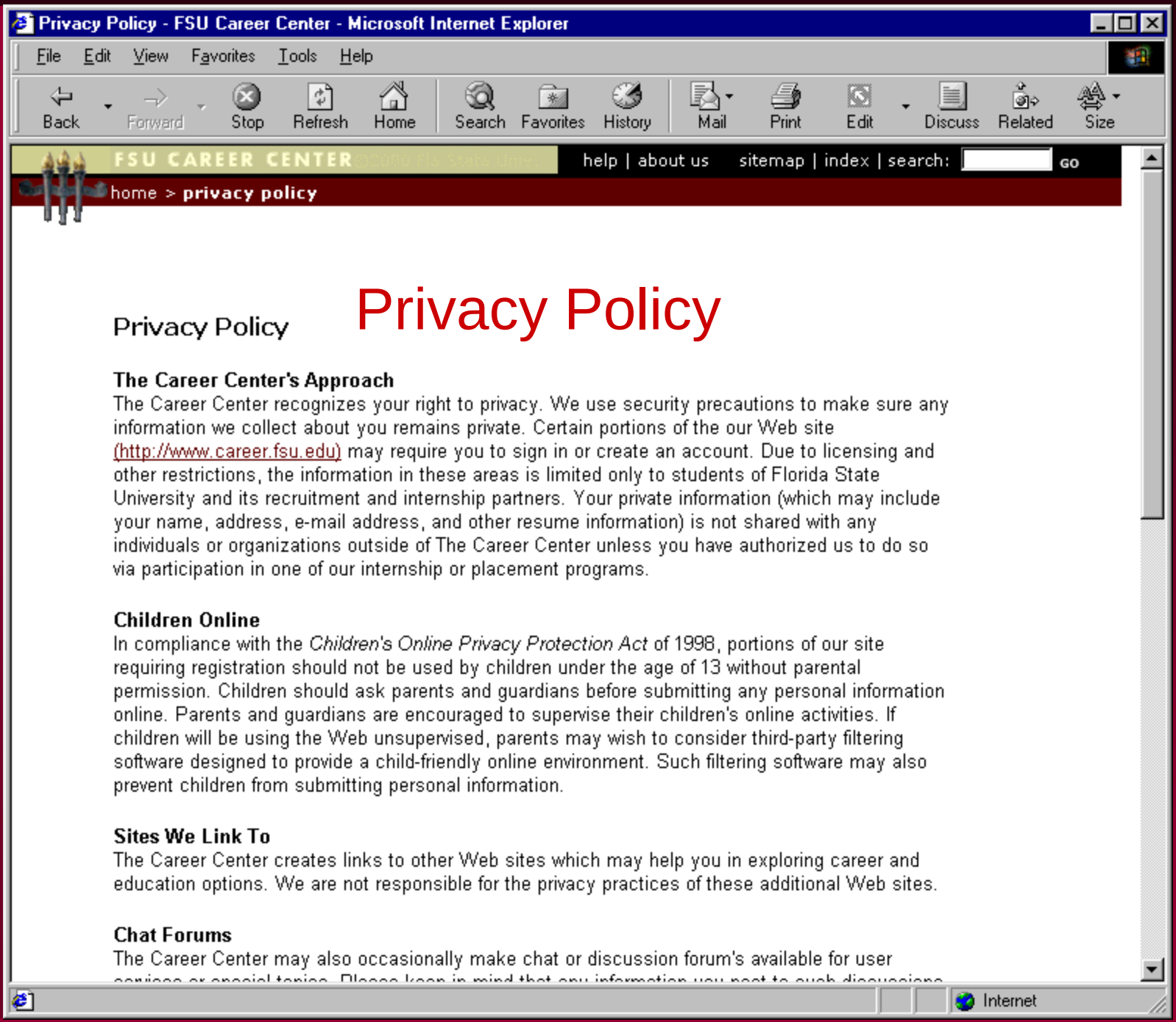
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Privacy Policy
The Career Center's Approach
The Career Center recognizes your right to privacy. We use security precautions to make sure any information we collect about you remains private. Certain portions of the our Web site (http://www.career.fsu.edu) may require you to sign in or create an account. Due to licensing and other restrictions, the information in these areas is limited only to students of Florida State University and its recruitment and internship partners. Your private information (which may include your name, address, e-mail address, and other resume information) is not shared with any individuals or organizations outside of The Career Center unless you have authorized us to do so via participation in one of our internship or placement programs.
Children Online
In compliance with the Children's Online Privacy Protection Act of 1998, portions of our site requiring registration should not be used by children under the age of 13 without parental permission. Children should ask parents and guardians before submitting any personal information online. Parents and guardians are encouraged to supervise their children's online activities. If children will be using the Web unsupervised, parents may wish to consider third-party filtering software designed to provide a child-friendly online environment. Such filtering software may also prevent children from submitting personal information.
Sites We Link To
The Career Center creates links to other Web sites which may help you in exploring career and education options. We are not responsible for the privacy practices of these additional Web sites.
Chat Forums
The Career Center may also occasionally make chat or discussion forum's available for user
Internet

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Contact information

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**what's new**

*January 02, 2001*

2000-01 Schedule of Events

Seminole Futures Career Exposition Jan 26

Co-op/Internship Career Expo Jan 25: Participant List

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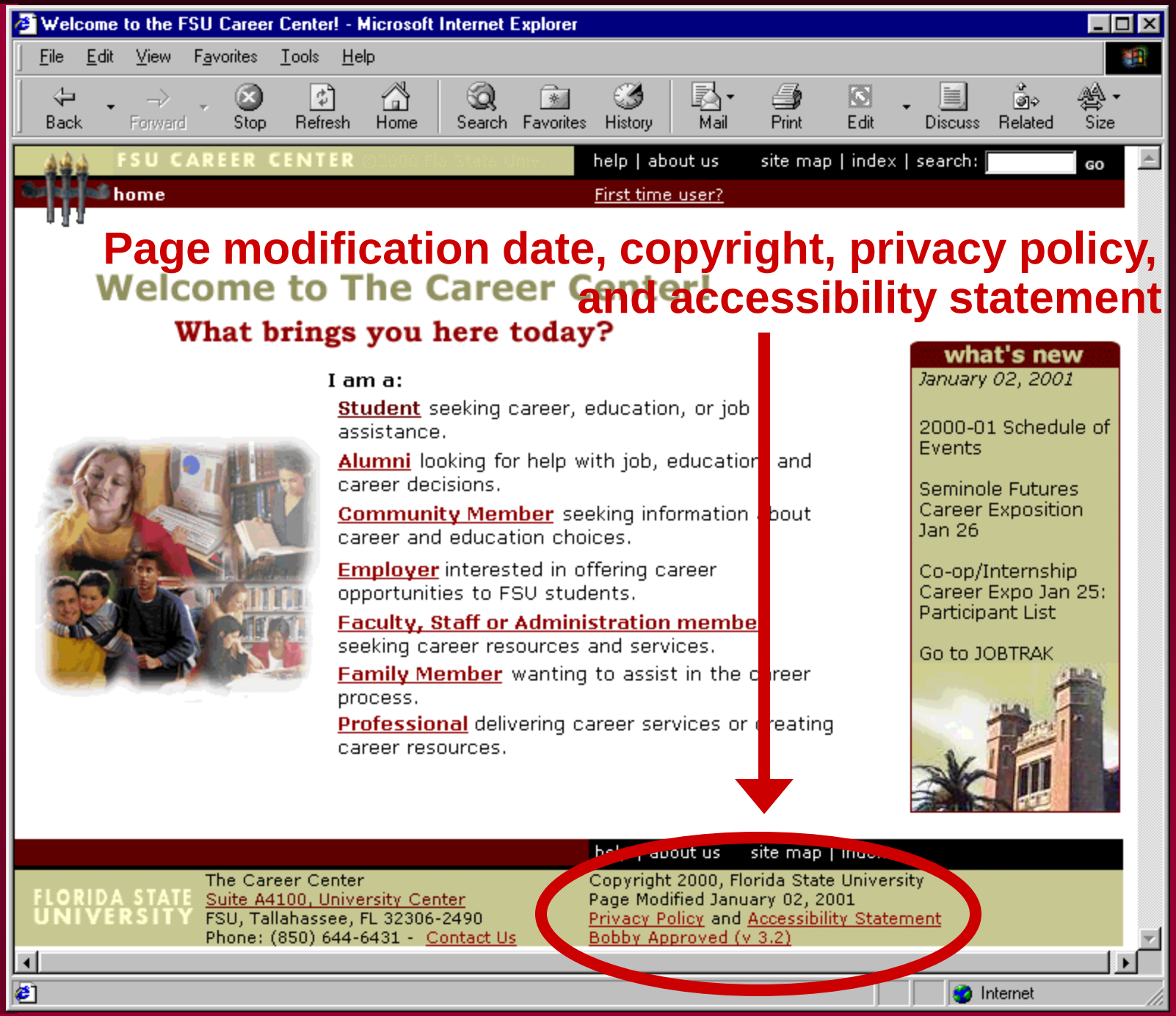
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seeking career resources and services.
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# Navigation

- Links
- Feedback
- Resource-based tools

# Navigation

- Links
  - Audience
  - Descriptive labeling
  - Learning outcomes
- Feedback
  - Clarification of path chosen
  - Breadcrumbs

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Audiences

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home > student > current

# Descriptive labeling

**I am a current student and I want to:**

**Choose or change my major.**
*Learn what's involved in choosing a major and what resources are available in The Career Center.*

**Explore career options & information.**
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*

**Explore education options after graduation.**
*Obtain the information you need to make a decision about continuing your education.*

**Find internships, co-ops or other work experience.**
*Explore internships, co-ops and a variety of programs available for FSU students.*

**Find a job/interview on campus.**
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*

**Find academic and advising resources on campus.**
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

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home > student > current

# Learning outcomes

**I am a current student and I want to:**

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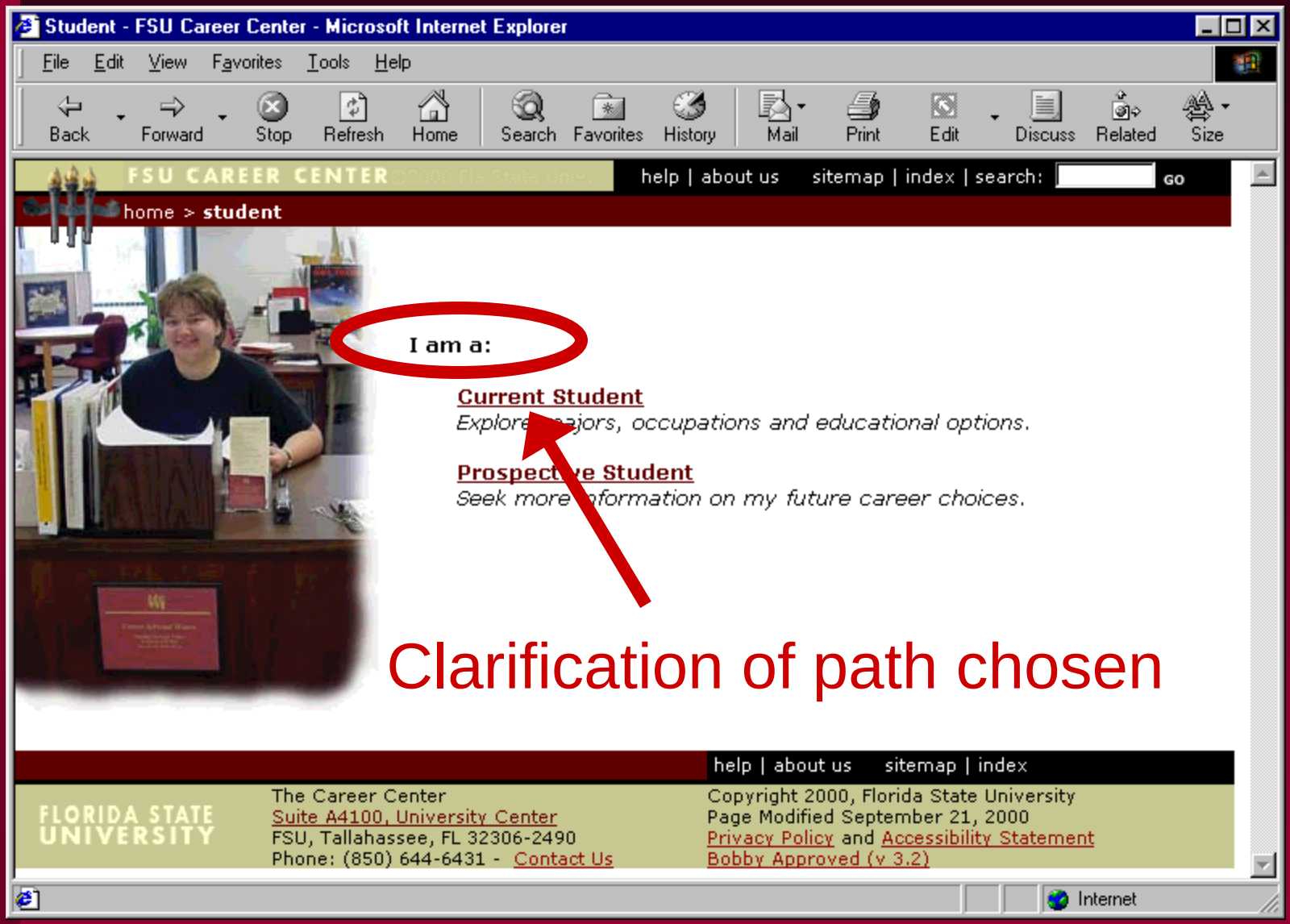
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I am a:
Current Student
Explore majors, occupations and educational options.
Prospective Student
Seek more information on my future career choices.
Clarification of path chosen
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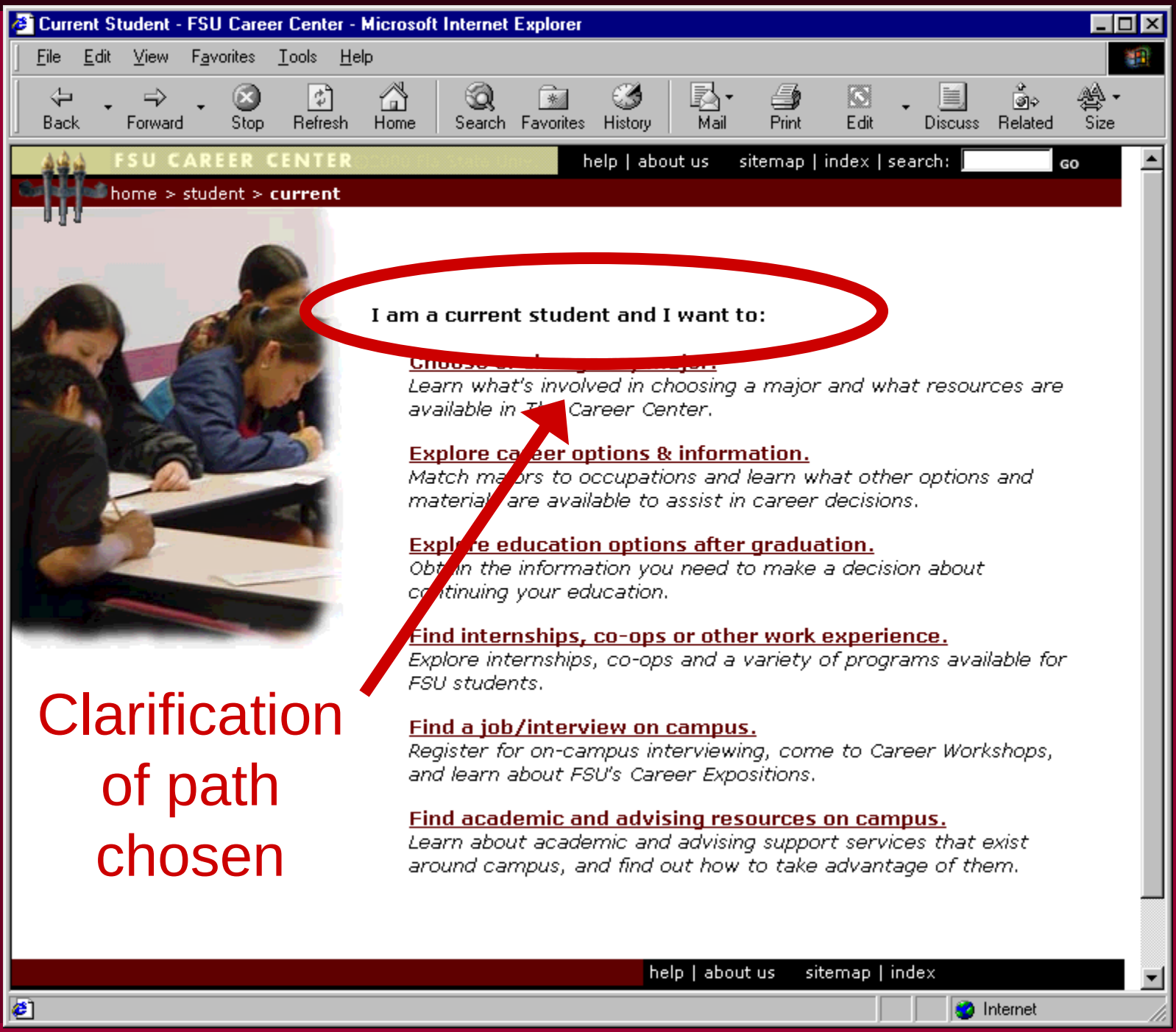
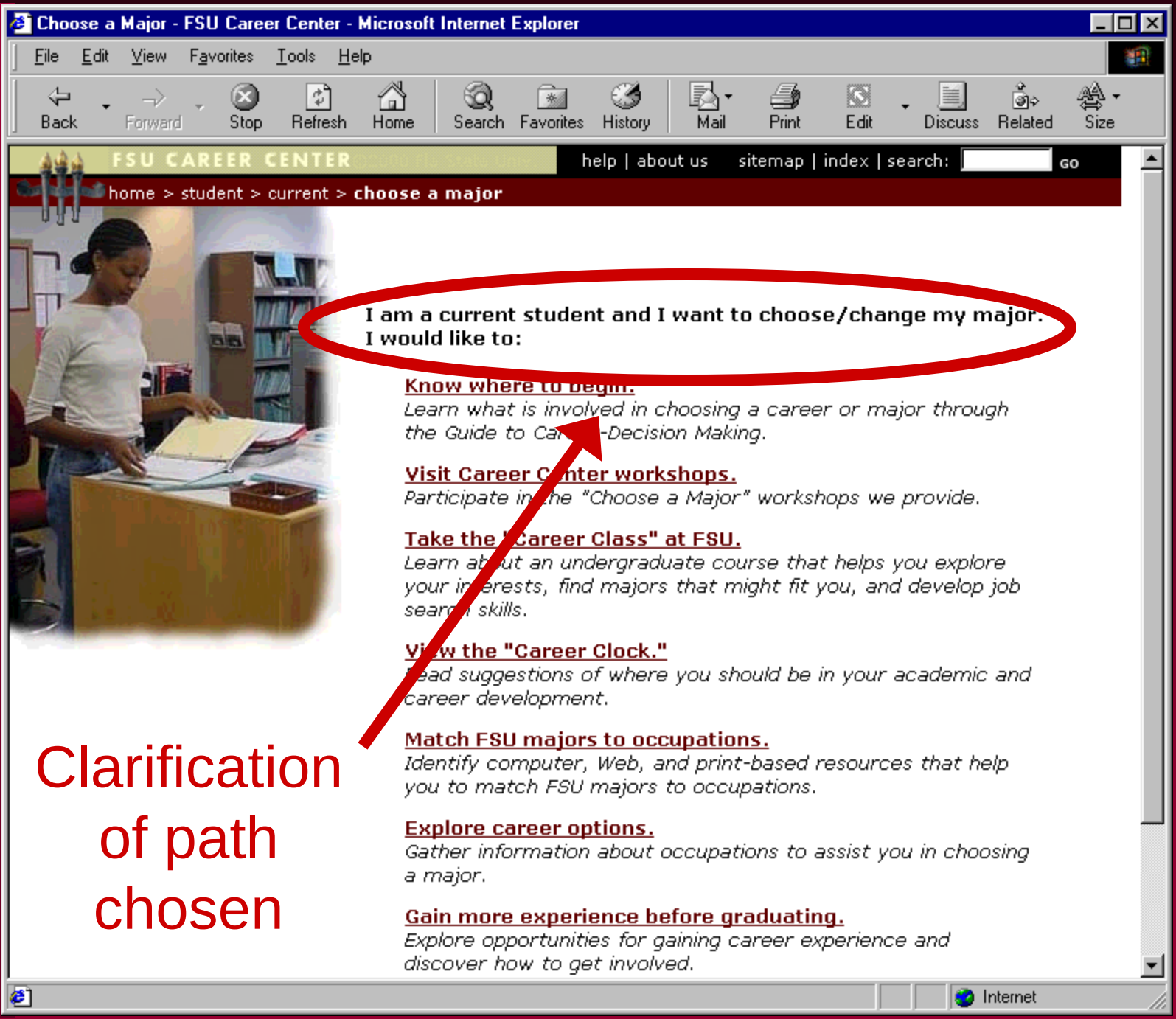
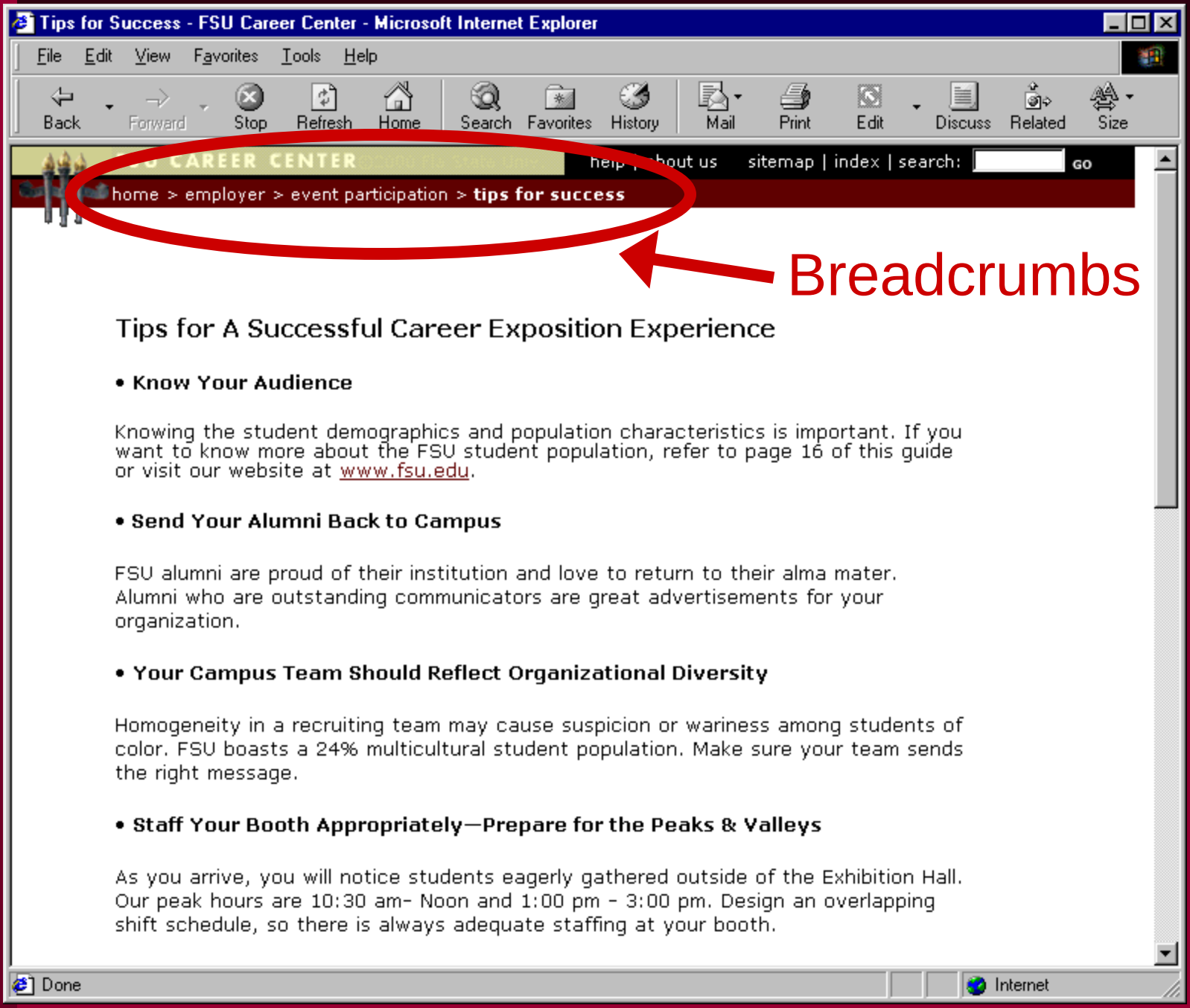



Clarification of path chosen




Clarification of path chosen


Tips for Success - FSU Career Center - Microsoft Internet Explorer
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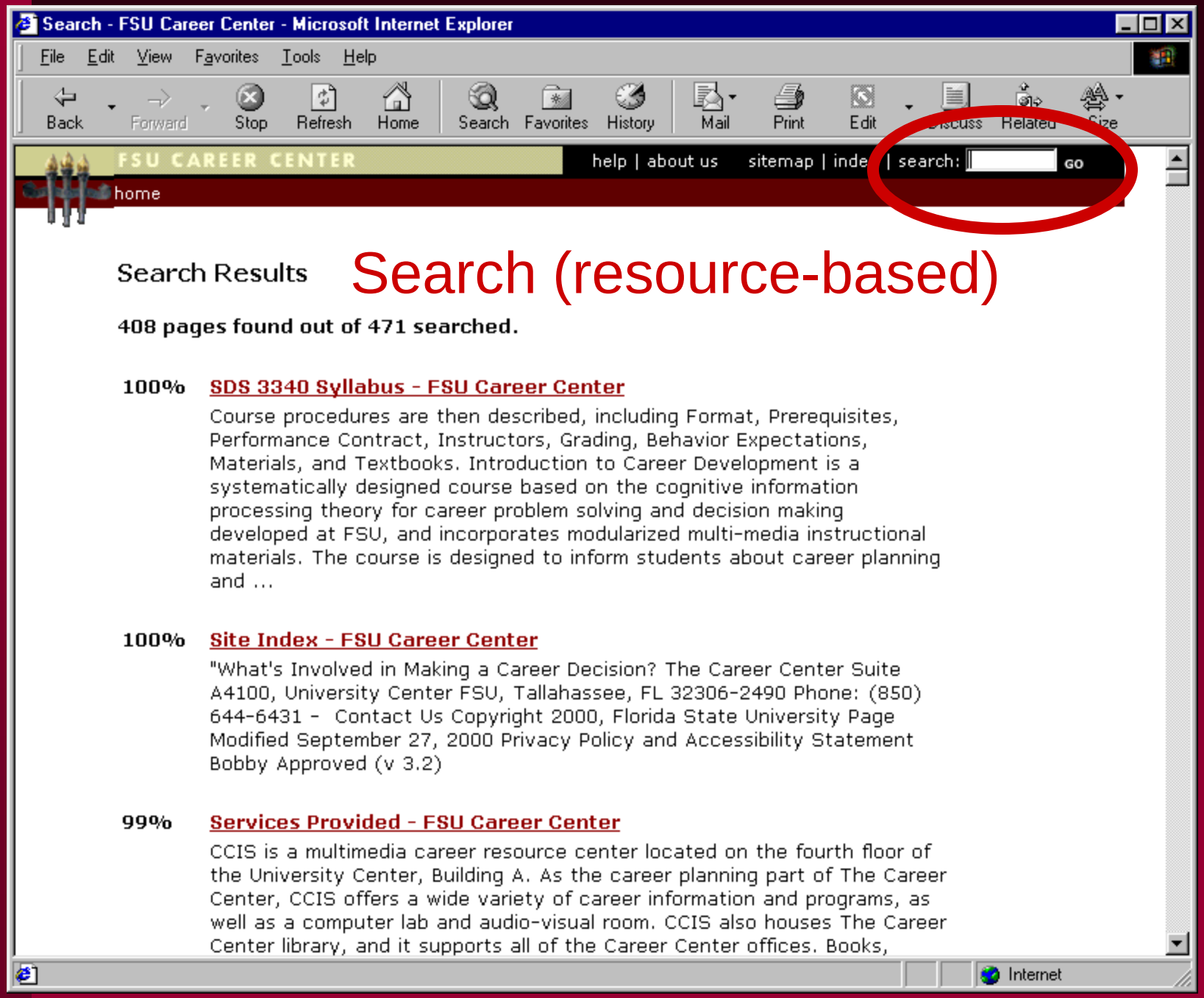
Breadcrumbs
Tips for A Successful Career Exposition Experience
• Know Your Audience
Knowing the student demographics and population characteristics is important. If you want to know more about the FSU student population, refer to page 16 of this guide or visit our website at www.fsu.edu.
• Send Your Alumni Back to Campus
FSU alumni are proud of their institution and love to return to their alma mater. Alumni who are outstanding communicators are great advertisements for your organization.
• Your Campus Team Should Reflect Organizational Diversity
Homogeneity in a recruiting team may cause suspicion or wariness among students of color. FSU boasts a 24% multicultural student population. Make sure your team sends the right message.
• Staff Your Booth Appropriately—Prepare for the Peaks & Valleys
As you arrive, you will notice students eagerly gathered outside of the Exhibition Hall. Our peak hours are 10:30 am- Noon and 1:00 pm - 3:00 pm. Design an overlapping shift schedule, so there is always adequate staffing at your booth.
Done
Internet

# Navigation (Continued)

- Resource-based tools
  - Search
  - Site Map
  - Index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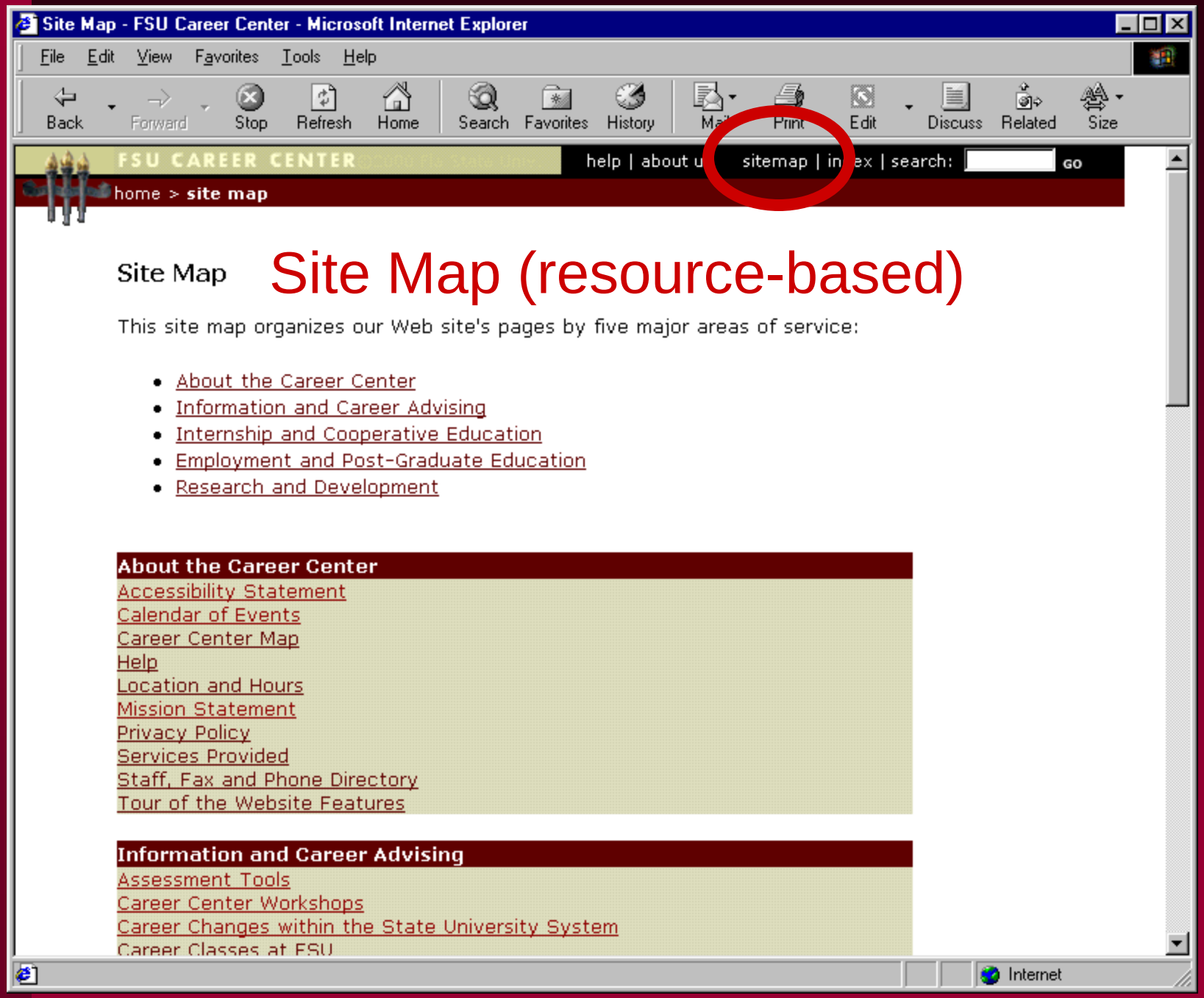
Search Results
Search (resource-based)
408 pages found out of 471 searched.
100% SDS 3340 Syllabus - FSU Career Center
Course procedures are then described, including Format, Prerequisites, Performance Contract, Instructors, Grading, Behavior Expectations, Materials, and Textbooks. Introduction to Career Development is a systematically designed course based on the cognitive information processing theory for career problem solving and decision making developed at FSU, and incorporates modularized multi-media instructional materials. The course is designed to inform students about career planning and ...
100% Site Index - FSU Career Center
"What's Involved in Making a Career Decision? The Career Center Suite A4100, University Center FSU, Tallahassee, FL 32306-2490 Phone: (850) 644-6431 - Contact Us Copyright 2000, Florida State University Page Modified September 27, 2000 Privacy Policy and Accessibility Statement Bobby Approved (v 3.2)
99% Services Provided - FSU Career Center
CCIS is a multimedia career resource center located on the fourth floor of the University Center, Building A. As the career planning part of The Career Center, CCIS offers a wide variety of career information and programs, as well as a computer lab and audio-visual room. CCIS also houses The Career Center library, and it supports all of the Career Center offices. Books,
Internet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FSU CAREER CENTER
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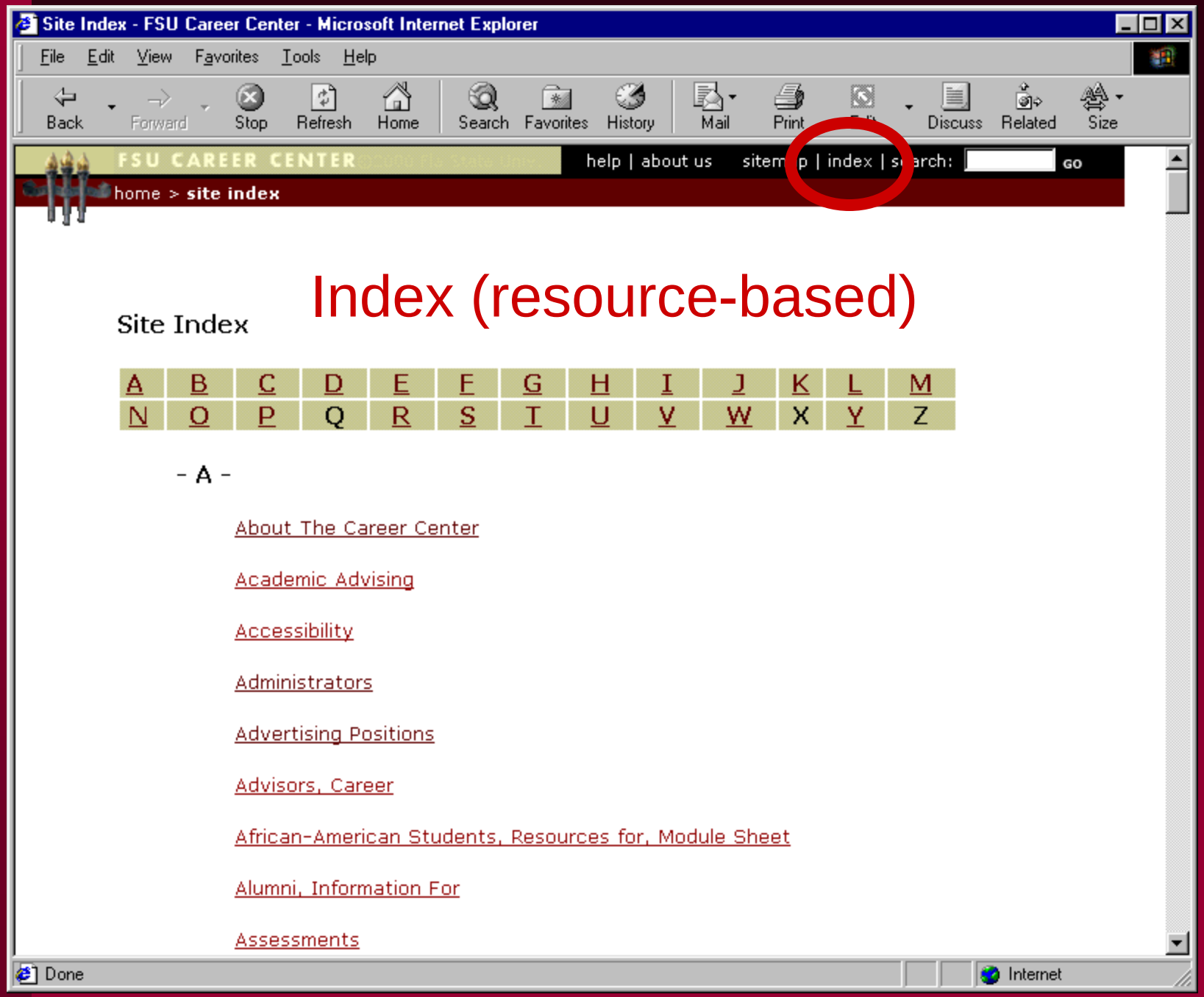
Site Map
Site Map (resource-based)
This site map organizes our Web site's pages by five major areas of service:
About the Career Center
Information and Career Advising
Internship and Cooperative Education
Employment and Post-Graduate Education
Research and Development
About the Career Center
Accessibility Statement
Calendar of Events
Career Center Map
Help
Location and Hours
Mission Statement
Privacy Policy
Services Provided
Staff, Fax and Phone Directory
Tour of the Website Features
Information and Career Advising
Assessment Tools
Career Center Workshops
Career Changes within the State University System
Career Classes at FSU
Internet




# Index (resource-based)

# Evaluation

- Usability testing
  - Observation
- Evaluation
  - Perceptions of audiences, staff, stakeholders
- Site design documentation
  - Authorship, design strategies, technical specifications
- Tracking of Web site usage
  - Statistics and patterns

# Web Site Politics

- Control the site - control the service
- Narrow design - expertise of one individual
- Limited collaboration - limited integration
- Web site reflects the organization instead of the individuals served - “My work and my office are important and should be shown on the web site.”

# Web Site Design Strategies

- Make the web site an “intelligent” site by incorporating the expertise of the staff as well as delivering information

# Web Site Design Strategies

- Use staff experience to visualize what individuals say (or could say) when they enter a service delivery center, and then
  - respond with additional statements to clarify user needs, or
  - link to resources and services that relate to the user needs you have identified

# Web Site Design Strategies

- Start web site design by focusing on content, then design web site functioning based on available technical options
- Begin by asking the following questions:
  - Who does (or should) the web site serve?
  - What are the needs of users?
  - What resources are available (or should be available) to meet user needs?
- Then link the needs of various types of users to specific resources

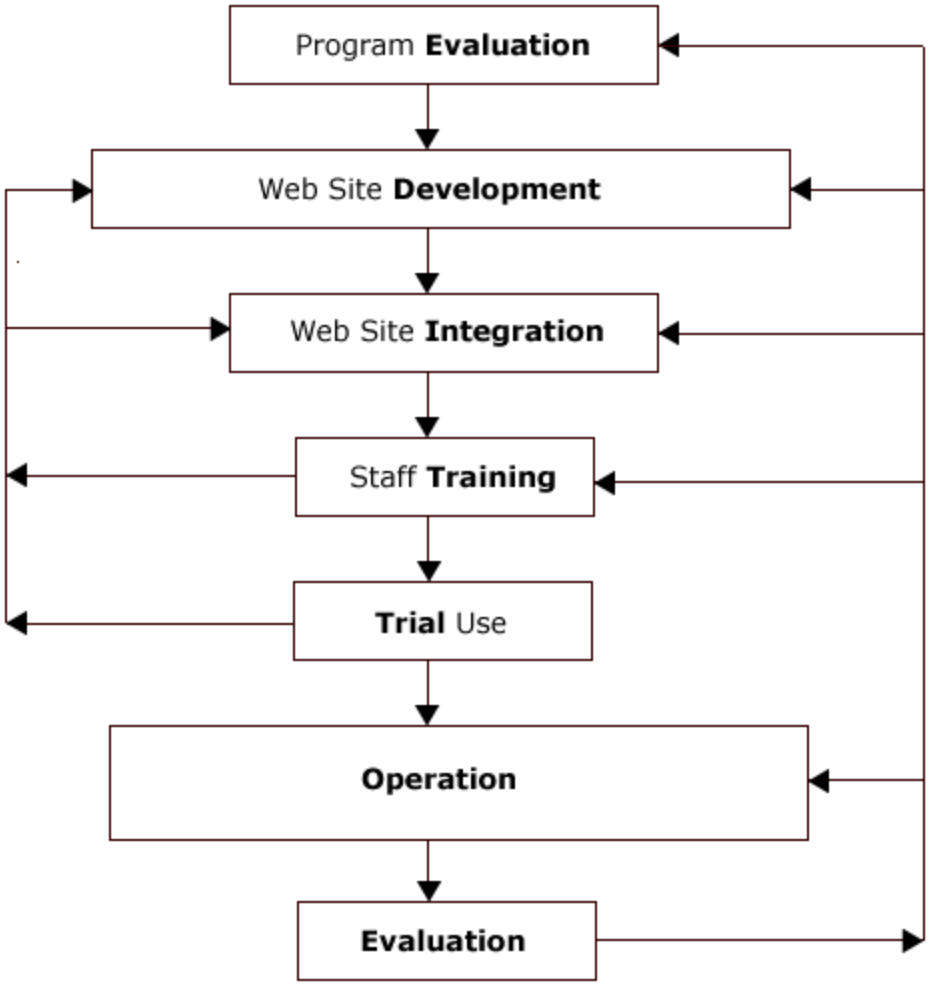
# Web Site Design Strategies

- Use a collaborative approach to design rather than delegate it to one staff member, such as a web master -
  - Groups tend to make better decisions, which can result in a more complete and better functioning web site
  - Also, remember the old adage - "people support what they help create."

# A Process for Developing the Structure of Need-Based Web Sites

1. Define Audience(s)
2. Define Needs of Specific Audience Members
3. Create List of Orgs Resources and Services
4. Define Purpose(s) that Resources/Services Address
5. Match Audiences to Resources/Services via Needs
6. Write Outcome Statements
7. Write Audience Goals
8. Compose Additional Features to Facilitate Linking Needs with Resources/Services

# The Seven-Step Implementation Model



# For Additional Information

www.career.fsu.edu/techcenter/

www.career.fsu.edu