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The
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Mission Statement

The Career Center Advisory Board, composed of students, faculty/staff members and employers, assists the Director in strategic program development, evaluation, and planning.

Agenda

Introduction

- Myrna welcomed all board members and thanked them for their engagement throughout the year and their attendance at this event.
- Introduced the new website at career.fsu.edu/board for Advisory Board which includes all handouts, meeting minutes, presentation information.
- Committee Members
Committee members introduced themselves.

Handouts & Review of Agenda

- List of Board Members
- Organizational Chart
- Annual Report
- Graduating Senior Survey
The Graduating Senior Survey reported that the number 1 way students found employment was attributed to the Career Center and our services.
- Universum Report
FSU students reported that it was important for them to connect with their employer's vision and feel like they are contributing to the greater good of the community/world.
- Employer Handbook
- Career Guide
- Career Liaison Summary Report
Entire Career Liaison Report can be found on the Advisory Board website.

Staffing Updates

- Graphic Designer – Rickey Riddley (half-time)
- Technical Assistant – Jeremiah Fries (half-time)

Open Positions

- Career Liaison, English, History, Humanities, & Modern Languages – TBA
- Career Liaison, College of Social Sciences and Public Policy – TBA

New Positions Requested

All Career Center staff have provided Career Liaison services for over 15 years in addition to their regular duties. The impact of having embedded Career Liaisons has been tremendous, with that being said we are requesting the following new positions.

- Assistant Director, Career Advising and Counseling (2)
- Career Liaison, College of Business
- Career Liaison, College of Arts & Sciences, (Science, Math, Computer Science)
- Career Liaison, College of Communication and Information
- Career Liaison, College of Fine Arts and College of Music

Discussion Topics

Career Center Reports

1. Success of the Career Liaisons - Tracey Dowling

Career Liaison model has been a great success.

- Hired 6 full-time Career Liaisons.
- Increased student numbers in engagement in all areas.
- Have support of provost, college deans, department heads.

Career Liaisons report on metrics monthly.

2. Student Ambassador Program - Leslie Mille

V'Rhaniku Haynes, Assistant Director of Employer Relations developed the program:

- Students help with outreach, workshops, tabling, orientation, employer visits.
- Students get to develop leadership skills.
- Will have 13 new Student Ambassadors, with a total of 26 for Fall.
- Working to have program recognized as a recognized student organization.

Delta Epsilon Iota (DEI) just wrapped up their first official year as a Career Center Honor Society at FSU.

- Falls under the Career Center umbrella with 2 staff serving as advisors.
- Marketing to attract students to this program is top priority.
- Organization focuses on career development activities for members.

3. Student Engagement Increases - Emily Kennelly



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Student Engagement in Career Center programs and services has increased exponentially.

- Workshops/tabling increased 38% from last year.
- Drop-In numbers increased 17% from last year.
- Employer involvement with workshops is a great benefit.

Top 3 reasons students come into the Career Center: Resume/cover letter, internship, job search strategies.

4. Employer-In-Residence - Calvin Williams

Employer-In-Residence Program is a way for employers to partner with us.

- Great way to have access to students.
- Employers design their engagement activities, and Career Center staff will make it happen.

5. Tech Center & Society for Vocational Psychology (SVP) Conference - Janet Lenz

Career Center has been aligning with the University mission for over 40 years.

- FSU is a benchmark for many universities on how to deliver career services.
- Teach graduate students.
- 44 countries have been represented by visitors visiting the Career Center.

Hosting Society for Vocational Psychology Conference, May 2016 World conference with leaders in the field thinkers coming to our Career Center to learn how we do our work.

Feedback

Career Center & Student Feedback

1. What do you see as the most critical function of the Career Center over the next 10 years? How do we need to change/innovate? If at all?

- Keep doing what we are doing.
- Quality of students is high.
- Don't lose sight of what you are doing now.
- Very impressed with Career Liaison's and the internship program.
- Prepare new hires (millennials) for workforce.
- FSU prepares the candidates better than any other institution.
- Prepare new hires on how to keep a job once they have one.
- How to identify the value a new employee brings to the job position.

- Continue to encourage students to seek work beyond the classroom.
 - Continue to develop relations between Career Liaisons and deans/faculty.
2. What do you see as the Career Center's greatest need for improvement?
- Help students develop soft skills.
 - Teach students on how to receive and give constructive feedback.
 - Help students have a realistic view of work.
 - Teach students that it takes time to grow before obtaining advanced positions.
 - Encourage students to utilize the Mock Interview Program earlier in their college career.
3. Which experiences out of the classroom (besides internships) do you believe more students should be participating in to help prepare them for a career in your field?
- Early engagement with the employers for whom they want to work.
 - Engage young alumni with campus activities to provide students realistic and important employer/work information.

Publicity

4. Why do you recruit at FSU?
- "We get results."
 - "FSU has well-rounded students."
 - "FSU students have personalities that allow them to develop relationships and communicate in any circumstance."
 - "The Career Center has always made it easy to work with students and employers."
 - "Ease of recruiting process at the FSU Career Center."
 - "FSU students are always prepared; always ask questions, are diverse, and always are a pleasure to engage."
 - "The Career Center provides us great access to students."
 - "The Career Center staff is wonderful."
5. What is your organization looking for in terms of promotion to students? What are some successful tactics you have used or seen used?
- Employers want to recruit athletes.
(Athletics wants employers to go thru the Career Center and Employer Relations team. Connect to athletes via liaisons, Employer Relations, serving on a panel in the Career Development class and/or becoming a ProfessioNole.)
6. What ideas or thoughts do you have about Career Center branding and how we might "tell our story" better through branding/data presentation?
7. How do we help faculty see the value of the Career Center and our resources so we can increase classroom presentations and faculty engagement?



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Communication

8. How would you prefer that upcoming events or services are communicated to you?
9. How can we obtain hiring data from you?

Access

10. How can we better integrate you with our students?

Advisory Board Structure

11. If you sit on other Advisory Boards who is it made up of?

There was only one suggestion from a faculty member to include non-profit organizations. Myrna Hoover asked the Placement Partners if they were comfortable with one organization from Government, Non-Profit, Health Services and Education to be added to the Board. The Board approved this recommendation and it will be instituted for the board meeting in June 2016.

Employer Questions

What questions do you have for us?

What numbers and/or data does the Career Center want from employers?

- Data of hiring, recruitment needs and retention. Send any data and we will utilize it to better serve the employer and brand them on-campus.

What should we do to improve our recruiting efforts?

- The earlier employers can book events with the Career Center, the better.
- Send us marketing materials early and we will get it out to students you are targeting.
- Front load your semester; plan early. It is never too early to book your recruiting dates/events.

Upcoming Events

- Part-time Job Fair, **Thursday, August 27, 2015**
- Engineering Day, **Tuesday, September 15, 2015**
- Day After Interviews, **Wednesday, September 16, 2015**
- Student Veterans Networking Night, **Wednesday, September 16, 2015**
- Seminole Futures, **Thursday, September 17, 2015**
- Day After Interviews, **Friday, September 18, 2015**

Next Advisory Board Meeting

- **Thursday, June 2, 2016**