



*Florida State University Career Center*



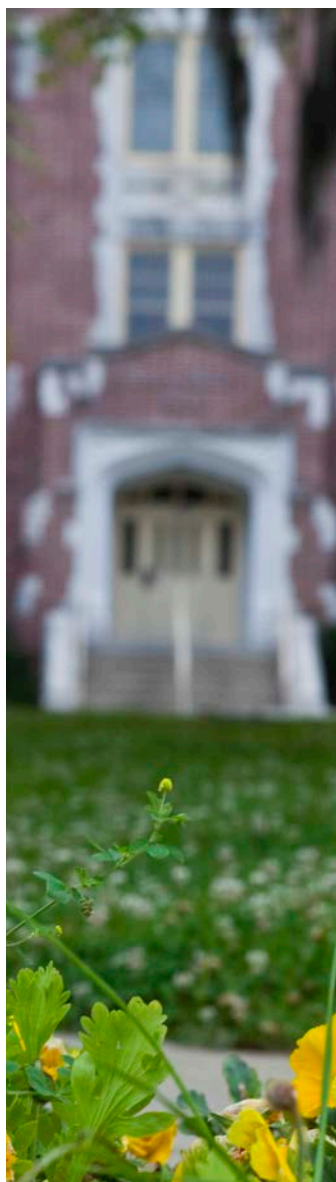
# ANNUAL REPORT



*2015*



# DIRECTOR'S PERSPECTIVE



## A Year in Review

2015 was an exceptional year for The Career Center. As the delivery of comprehensive career services continued, the year marked an increase in student and employer engagement in all Career Center programs and services and the implementation of new initiatives and collaborations with academic partners supporting the university's drive to preeminence.

The successful embedded Career Liaison model, recommended by the Graduate Success Committee, continued to be a priority. By restructuring liaison roles and reassigning current staff, Career Liaisons expanded career support to all students in the colleges where they served, including the graduate population. Every major in the following colleges is served by an embedded Career Liaison: College of Arts and Sciences, College of Communication and Information, College of Criminology and Criminal Justice, College of Engineering, and College of Social Sciences and Public Policy. With the receipt of additional preeminence funding, a new embedded liaison will serve students in the College of Business beginning in January.

Career Center programs continued to showcase students' accomplishments and employability skills. The Garnet and Gold Scholar Society grew tremendously, recognizing students for their engagement in international experience, research, internship, leadership, and service. The inaugural FSU Student Employee of the Year Award highlighted and recognized the 8,300 student workers on campus. Both the Mock Interview Mentor and the Student Ambassador programs provided opportunities for students to develop their leadership skills while giving back to their peers through service and information sharing.

Collaborations with organizations like Apple, Google, Yelp, ESPN, Disney, City Year, Department of State, FBI, Florida Chamber of Commerce, CareerSource, and many others brought additional internship and employment opportunities to campus for FSU students. The Nole to ProfessionNole workshop series provided students with employability skills and preparation prior to attending career events, networking with employers, and participating in on-campus interviews. These workshops were hosted by Career Liaisons in partnership with employers.

Career Center technology increased opportunities for students to document and showcase their skills through the newly redesigned Career Portfolio. iPad use allowed Career Center staff to go mobile with career information and survey students and employers remotely. FOCUS 2, a new computer assisted guidance program, was implemented, providing students with access to career information as it relates to their FSU major.

Partnerships with campus colleagues, both at FSU main campus and at the Panama City campus, remained a top priority. The Career Center, with support from Undergraduate Studies, became the coordinator of Pre-Law advisor training and Pre-Law advising. In addition, the new Undergraduate Academic Program guide now provides career information to prospective and current students as it relates to their career and major interests. These are just some of the many successful collaborations Career Center staff engaged in last year.

The Career Center once again hosted national and international visitors, including staff from universities in Uganda, Oklahoma, Virginia, and Florida, high school guidance counselors from Florida, and employers from Turkey, The Washington Center, and Nielsen to name a few.

Staff contributed to the profession through scholarly work, including publications in the Journal of Career Assessment, NACE Journal, and the Career Development Quarterly. Staff participated in numerous presentations at professional organizations such as the American College Personnel Association, Cooperative Education & Internship Association, Florida Association of Colleges and Employers Conference, National Association of Student Personnel Administration, National Career Development Association, and the Southern Association of Colleges and Employers.

2015 was an exceptional year, and 2016 holds even greater opportunities for The Career Center to help prepare students for career success.

Myrna P. Hoover

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# VISION AND MISSION



## **Vision**

The Florida State University Career Center strives to be the preeminent career center model for designing and delivering comprehensive, innovative, and inclusive career and employment services.

## **Mission**

- Provide comprehensive career services
- Train career service practitioners
- Conduct life/career development research
- Disseminate information about life/career services and issues to the University community, the nation, and the world

## **Strategic Priorities**

- SP 1.0** Promote students' career preparedness through career advising, counseling, programming, and instruction
- SP 2.0** Provide and expand experiential learning opportunities for students
- SP 3.0** Create collaboration between The Career Center, division, academic colleges, University, and community organizations to support students' career success
- SP 4.0** Increase employment and graduate and professional school opportunities for students
- SP 5.0** Provide opportunities to enhance students' employability skills
- SP 6.0** Provide accountability for career services and student outcomes
- SP 7.0** Contribute to the career development profession worldwide

# EXECUTIVE SUMMARY

<b>Career Advising/ Counseling/ Career Library</b>	19,520 clients
<b>Career Outreach Programs</b>	941 programs; 39,374 participants
<b>Career Planning Class, SDS 3340</b>	12 sections; 379 students
<b>Cooperative Education, Internships, and Part-Time Jobs</b>	6,807 co-ops/internships self-reported and academic internships; 3,514 experiential learning opportunities listed in SeminoleLink; 2,129 Student Employment positions listed
<b>Mock Interviews</b>	707 interviews conducted
<b>Career Fairs</b>	19 fairs; 1,420 employers; 11,159 students
<b>On-Campus Recruiting</b>	3,436 registrants via SeminoleLink; 221 employers; 921 interview schedules; 4,339 interviews
<b>Job Listings and Résumé Referrals</b>	10,345 job listings referred to SeminoleLink for web-based listing; 10,095 résumés via Seminole Profiles sent to employers
<b>Career Portfolio</b>	2,555 new Career Portfolios created
<b>Garnet &amp; Gold Scholar Society</b>	200 inductees



# CORE PROGRAMS



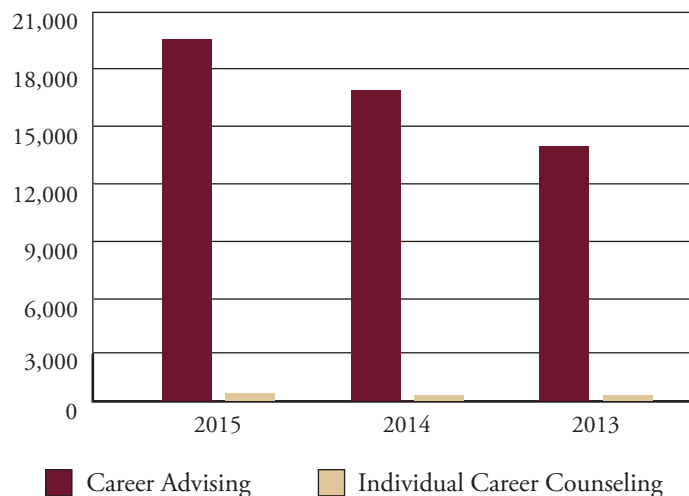
## Career Advising, Counseling, and Career Library

### Career Advising Contacts

Visit	Spring '15	Summer '15	Fall '15	Total
Career Advising*	8,058	2,704	8,004	18,766
Individual Career Counseling	337	86	331	754
<b>Total</b>	<b>8,395</b>	<b>2,790</b>	<b>8,335</b>	<b>19,520</b>

\*Includes career advising in the Colleges (Arts and Sciences, Communication and Information, Criminology and Criminal Justice, Engineering, Human Sciences, and Social Sciences and Public Policy) plus additional career advising conducted by Career Center staff.

### Career Advising Contacts: Three-Year Comparison



### Distance Critiqued Documents

Critiqued Docs	Spring '15	Summer '15	Fall '15	Total
Résumé/CV	41	34	36	111
Cover Letter	7	6	4	17
Personal Statement	4	9	12	25
<b>Total</b>	<b>52</b>	<b>49</b>	<b>52</b>	<b>153</b>

During 2015, The Career Center has been increasingly involved in providing critiquing services for distance students/alumni.

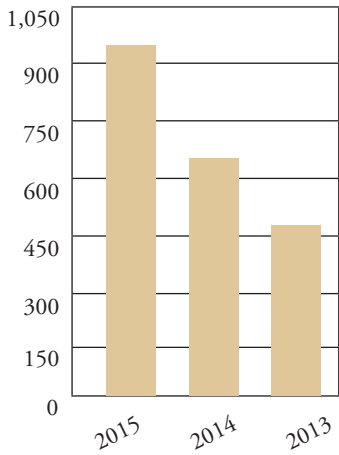
## Career Outreach Programs

Calendar Year	Number of Workshops	Attendees
2015	941	39,374
2014	658	25,806
2013	478	22,814

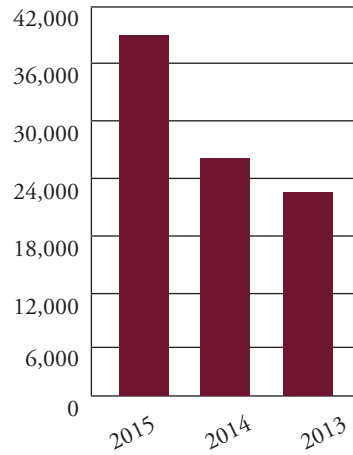
Career Center staff were invited to present an overview of Career Center services and programs to 3,737 students in 181 first-year English composition classes (included in the numbers above).



**Workshops**



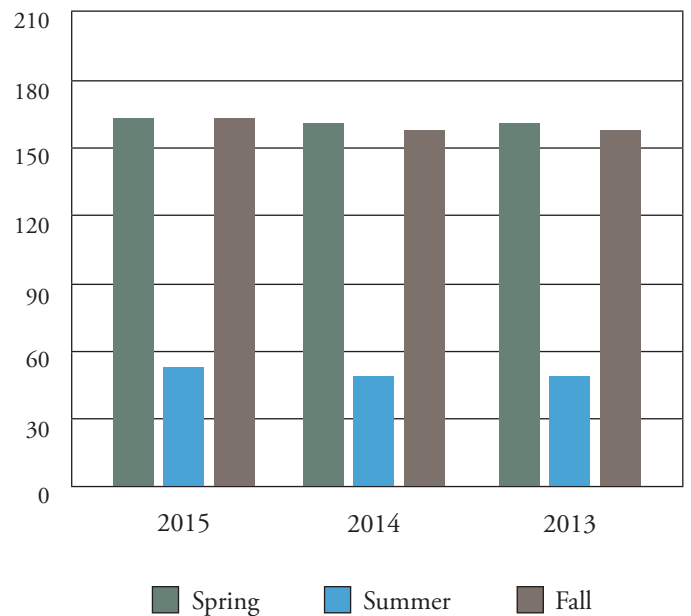
**Attendees**



## Career Planning Class, SDS 3340

### Semester Enrollments

Year	Spring	Summer	Fall	Total
2015	163	54	162	379
2014	161	47	159	367
2013	161	47	158	366

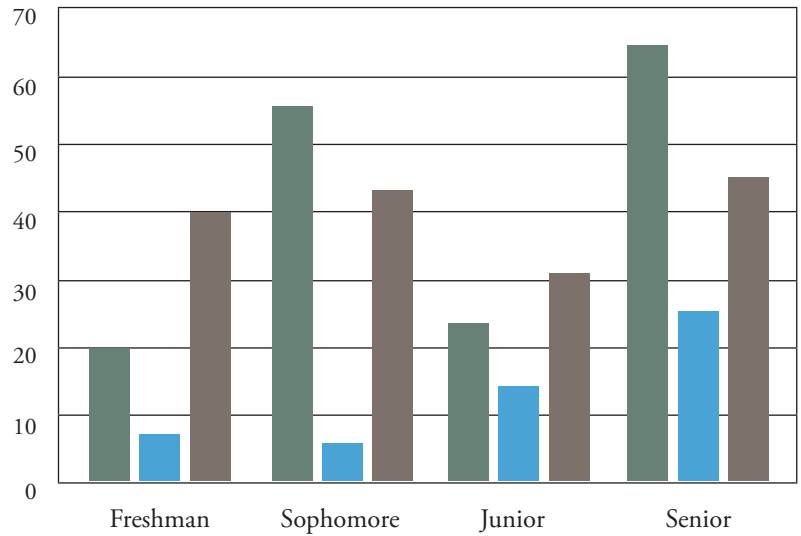


## Career Planning Class, SDS 3340

### Class Levels

Class Level	Spring	Summer	Fall	Total	%
Freshman	20	7	40	67	18
Sophomore	56	6	43	105	28
Junior	23	15	31	69	18
Senior	64	26	46	136	36
Other			1	1	
<b>Semester Total</b>	<b>163</b>	<b>54</b>	<b>161</b>	<b>378</b>	<b>100</b>

■ Spring 2015    
 ■ Summer 2015    
 ■ Fall 2015



### Enrollment Levels, Fall 2006 to Fall 2015

Term	06 - 07	07 - 08	08 - 09	09 - 10	10 - 11	11 - 12	12 - 13	13 - 14	14 - 15	15 - 16
Fall	146 5 sections	151 5 sections	163 5 sections	165 5 sections	164 5 sections	164 5 sections	161 5 sections	158 5 sections	159 5 sections	162 5 sections
Spring	151 5 sections	142 5 sections	169 5 sections	165 5 sections	168 5 sections	162 5 sections	159 5 sections	161 5 sections	163 5 sections	TBD 5 sections
Summer	56 2 sections	56 2 sections	64 2 sections	66 2 sections	63 2 sections	65 2 sections	47 2 sections	47 2 sections	54 2 sections	TBD 2 sections
Total	353 12 sections	349 12 sections	396 12 sections	396 12 sections	395 12 sections	391 12 sections	367 12 sections	366 12 sections	376 12 sections	TBD 12 sections





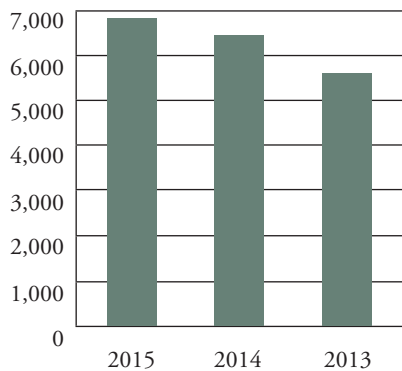
## Cooperative Education, Internships, and Part-Time Jobs

### Engagement

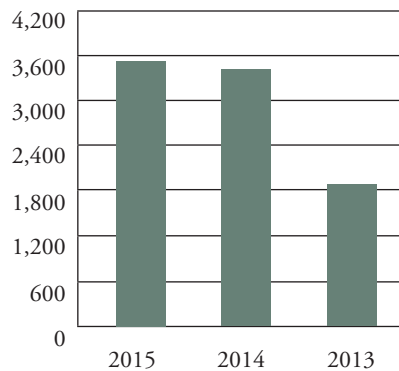
January - December 2015

	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
Co-ops/Internships Self-Reported (Includes ERP, ECP, GGSS)*	175	236	173	584
Academic Internships** (Students registered for academic course credit)	2,292	1,956	1,975	6,223
Experiential Learning Opportunities in SeminoleLink (Internships, Co-ops, Volunteer, Summer Jobs, Externships, Fellowships)	1,375	621	1,518	3,514
Student Employment Program (SEP)*** (Part-Time, Temporary, and Seasonal Jobs)	717	562	850	2,129

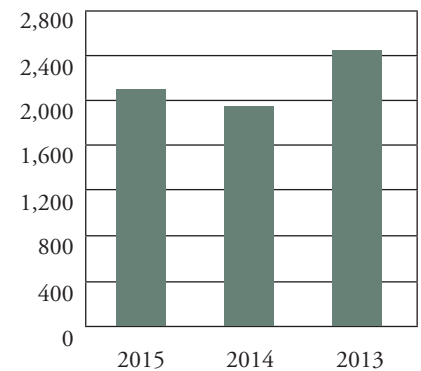
#### Co-op/Internships Self-Reported & Academic Internships



#### Experiential Learning Opportunities in SeminoleLink



#### Student Employment Program (SEP)\*\*\*



\*ERP (Experiential Recognition Program); ECP (Experiential Certificate Program); GGSS (Garnet & Gold Scholar Society).

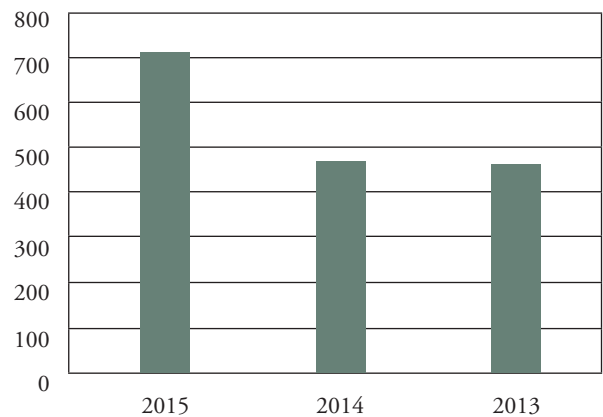
\*\*Data compiled from FSU's OMNI Business Intelligence (OBI) reflecting both required and elective academic internships.

\*\*\*2015 and 2014 numbers reflect new reporting processes following National Association of Colleges and Employers guidelines.

## Mock Interview Program

### Mock Interview Participants

<i>Year</i>	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
2015	331	46	330	707
2014	181	N/A	292	473
2013	220	N/A	241	461



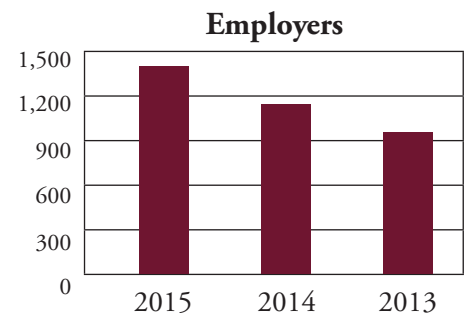
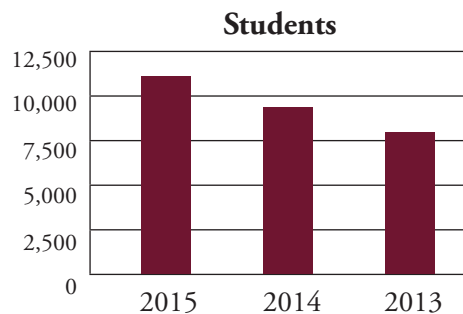


## Career Fairs

<i>Event</i>	<i>Students</i>	<i>Organizations</i>
Part-Time Job Fair (Spring)	1,057	37
Engineering Day (Spring)	792	67
Seminole Success Night: A Celebration of Leadership and Diversity (Spring)	101	42
Seminole Futures (Spring)	2,005	159
College of Communication & Information Career Fair (Spring)*	158	45
Government & Social Services Career Fair (Spring)	317	36
Health Professions Career Fair	125	16
Education and Library Career Fair (Spring)	174	63
Tallahassee Engineers Networking Night (Spring)	79	23
SEC-ACC Virtual Career Fair (Spring)	137 (FSU)	140
Statewide Job Fair (Summer)	1,129	188
Part-Time Job Fair (Fall)	1,446	49
Engineering Day (Fall)	974	80
Veterans Networking Night (Fall)	53	43
Seminole Futures (Fall)	2,235	195
College of Communication & Information Career Fair (Fall)*	216	55
Graduate School Fair (Fall)	35	84
Law School Fair (Fall)	34	76
Criminology Internship Fair (Fall)*	92	22
<b>Total</b>	<b>11,159</b>	<b>1,420</b>

\*Partnership events with academic units

**Career Fair Attendance:  
Three-Year Comparison**



## On-Campus Recruiting

### New *Plus!* Registrants:

3,436

### Unique Employers:

221

### Employer Visits:

483

### Schedules:

921

### Phone/Skype Interviews:

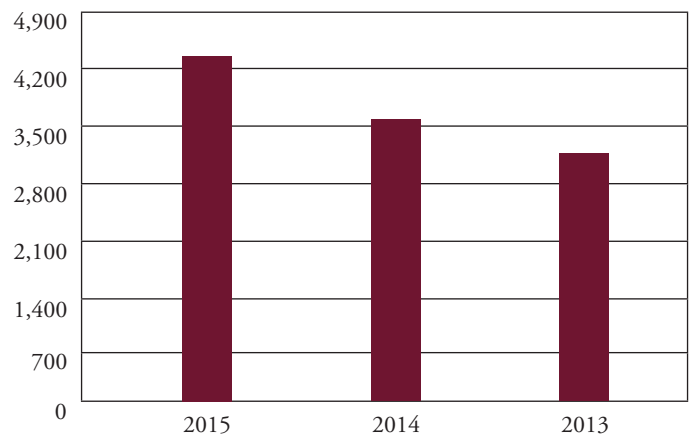
354

### Total Interviews:

4,339



## On-Campus Recruiting: Student Interviews



## Job Listings and Résumé Referrals

### Job Listings: Symplicity/NACELink

#### Full-Time Job Postings:

6,382

#### Total Job Postings:

10,345

### Seminole Profiles: Résumé Referrals

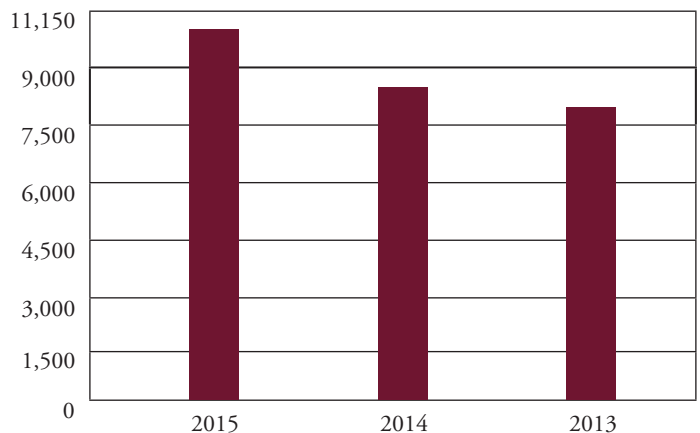
#### Number of Employer Requests:

105

#### Number of Résumés Sent:

10,095

## Total Job Postings: Symplicity/NACELink



## ProfessioNole

The ProfessioNole program offers students the opportunity to connect with a network of professionals throughout the community, country, and world to gain information about career fields and employment.

### New Volunteers:

524

### Total Active Volunteers:

1,317

## Career Portfolio Program

### New Career Portfolios Created

#### Calendar Year

Calendar Year	Spring	Summer	Fall	Total
2015	1,558	270	730	2,555*
2014	1,417	997	1,574	3,988
2013	1,405	1,193	1,161	3,759

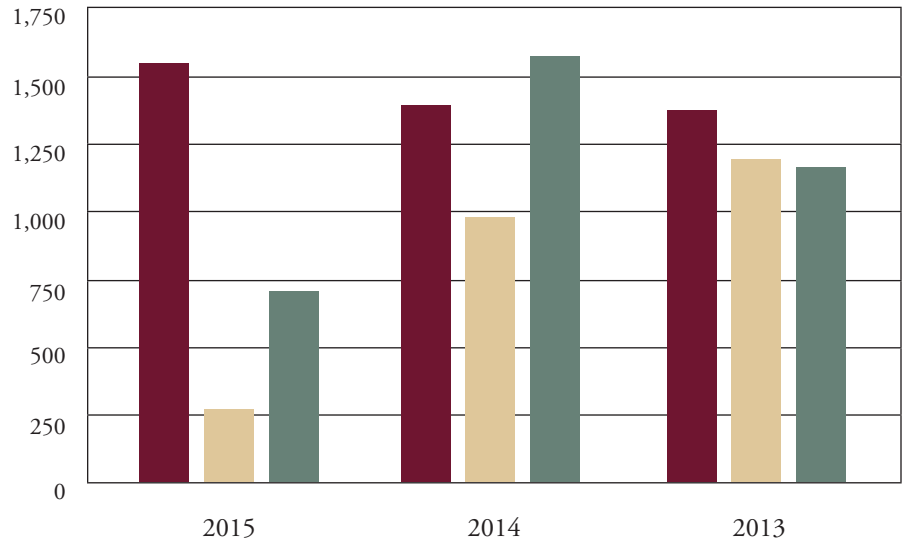
\*Version 2 of the Career Portfolio was built and launched in 2015. Decreased marketing occurred during this transition period.



### Unique Users

Since the Career Portfolio's inception, there have been **95,516 total unique users**, and in 2015, there were **3,659 unique users**.

■ Spring ■ Summer ■ Fall



### Career Portfolio Contest

Year # of Contest Submissions Percent Increase/Decrease

Year	# of Contest Submissions	Percent Increase/Decrease
2015	56	51%
2014	37	-31%
2013	54	20%
2012	45	56%
2011	25	-58%
2010	60	-12%



Career Portfolio winners pictured from left to right: Kendra Lauer, Spencer Scruggs, Jesse Klein. Not pictured: Kathryn Chandler.

# Garnet & Gold Scholar Society

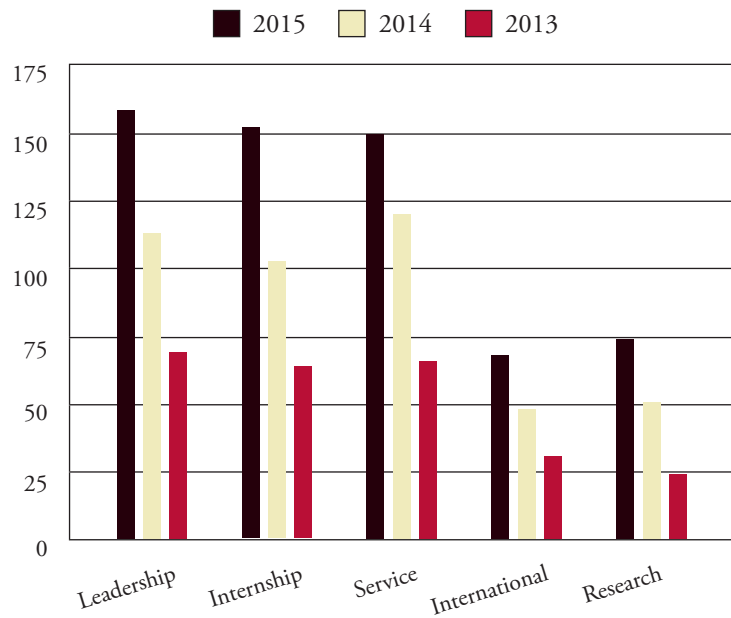
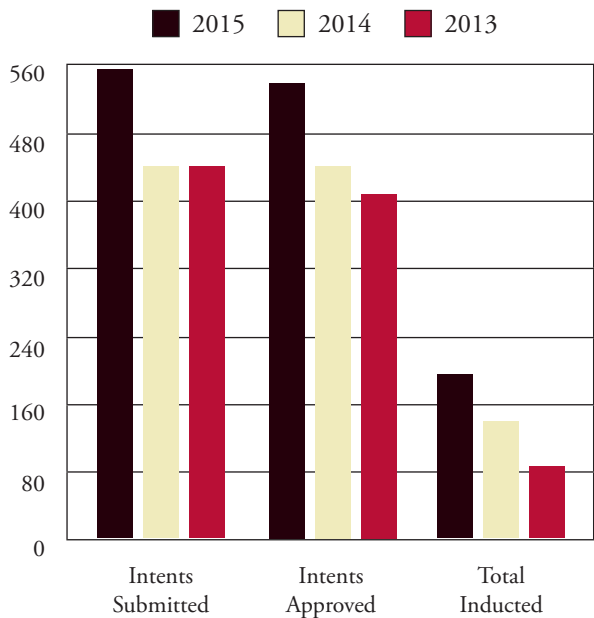


## Student Engagement

	2015	2014	2013	2012	2011	Total
Intents Submitted	554	448	449	334	331	2,116
Intents Approved	545	441	414	283	307	1,990
Total Inducted	200	145	85	89	46	565

## Completions by Engagement Area

	2015	2014	2013	2012	2011	Total
Leadership	158	114	71	63	36	442
Internship	151	104	63	64	39	421
Service	149	119	66	76	34	444
International	68	48	32	40	17	205
Research	74	50	23	24	12	183

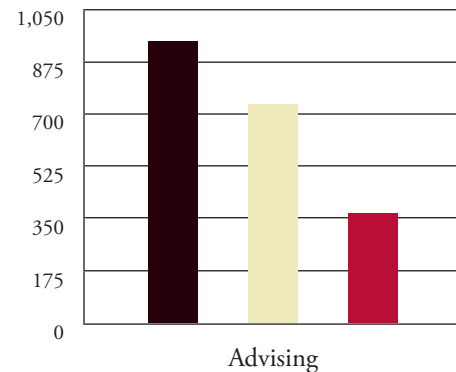
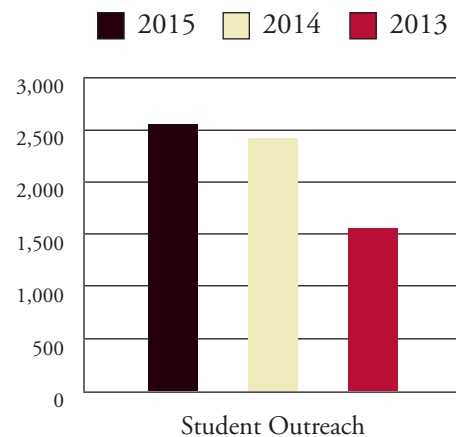


## Promotion/Marketing

	2015	2014	2013	2012	2011	Total
Student Outreach*	2,562	2,484	1,541	2,081	2,520	8,626
Advising**	951	721	364	528	265	1,878

\*Presentations, Tabling Events, Workshops

\*\*Phone, Email, Drop-In, and Appointments



# Marketing and Social Media Engagement

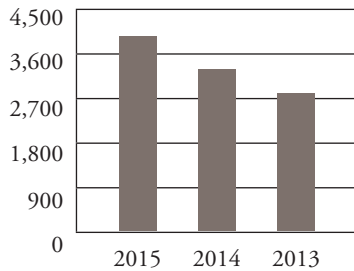
## Engagement with Students and Employers

Outlets	2015	2014	2013
Facebook (Total Likes)	3,849	3,324	2,752
LinkedIn (Members in Group)	1,783	1,616	1,043
Twitter (Total Follows)	1,619	855	111
Instagram (Total Follows)*	560	136	N/A
Pinterest (Total Follows)*	67	22	N/A
Career Center Website Views (Per Month)	27,026**	32,164	31,328
Student Newsletters <i>Reach</i>	34 newsletters; 42,014 students	37 newsletters; 47,521 students	40 newsletters; 49,995 students
Faculty/Staff Newsletters <i>Reach</i>	N/A	8 newsletters; 16 colleges; 14 departments	8 newsletters; 16 colleges; 14 departments

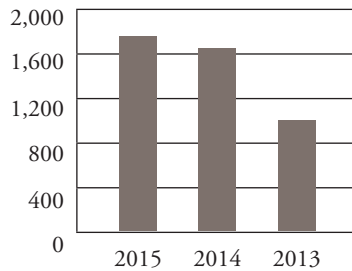
\*The Career Center launched an Instagram and Pinterest page in September 2014 to promote services and provide updates to FSU students, alumni, employers, faculty, and staff.

\*\*The Career Center transitioned to a new website platform in 2015. The number reported represents an average of website views in November and December 2015.

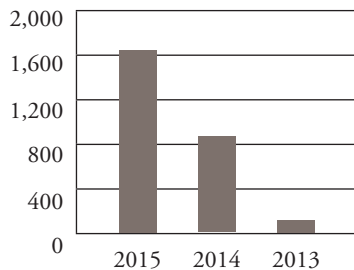
**Facebook**



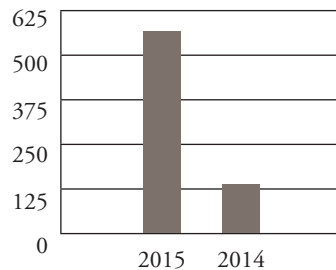
**LinkedIn**



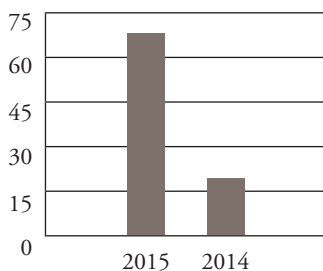
**Twitter**



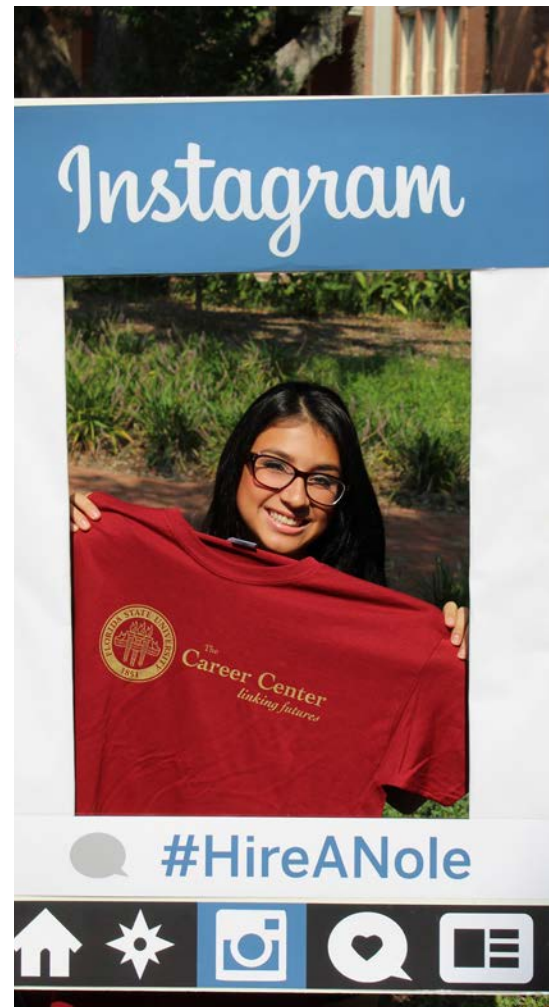
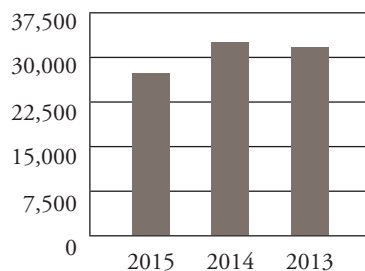
**Instagram\***



**Pinterest\***



**Website Views\*\***



# GRADUATING SENIOR SURVEY

## General Information for All Colleges

Graduating seniors were asked to complete an online survey regarding their post-graduate plans during April 2015. 7,886 graduating seniors from summer 2014, fall 2014, and spring 2015 completed the survey, which represents over 90% of all graduates. Also included in these findings are the results of a six-month follow-up survey. A brief summary of the findings follows:

### FSU Experiences

	%
Participated in a student organization	64.1
Participated in community service	66.5
Employed part-time, off campus	56.8
Completed an internship, practicum, field experience, or clinical assignment	59.8
Participated in intramural sports	37.5

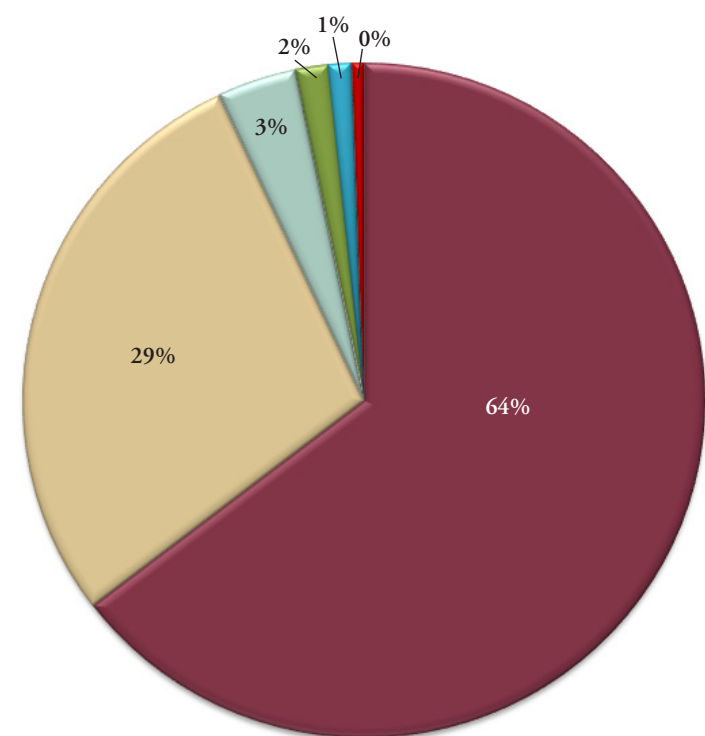
### Employment Status

	%
Seeking employment	62.3
Have one or more job offers	70.8

### Classification of Employed Students

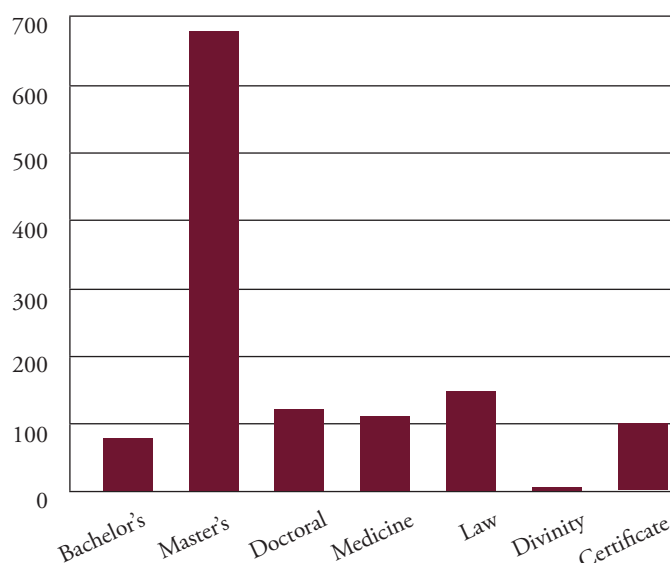
	%
Full-time employment	84.7
Employment related directly to major	72.9
Employment requires a college degree	67.2
Employed in Florida	69.7
Employed out of state	26.5
Self-employed	2.1

### Primary Plans after Graduation



- Employment
- Military service
- Continued education
- Community service/volunteer work
- Taking time off
- Starting or raising a family

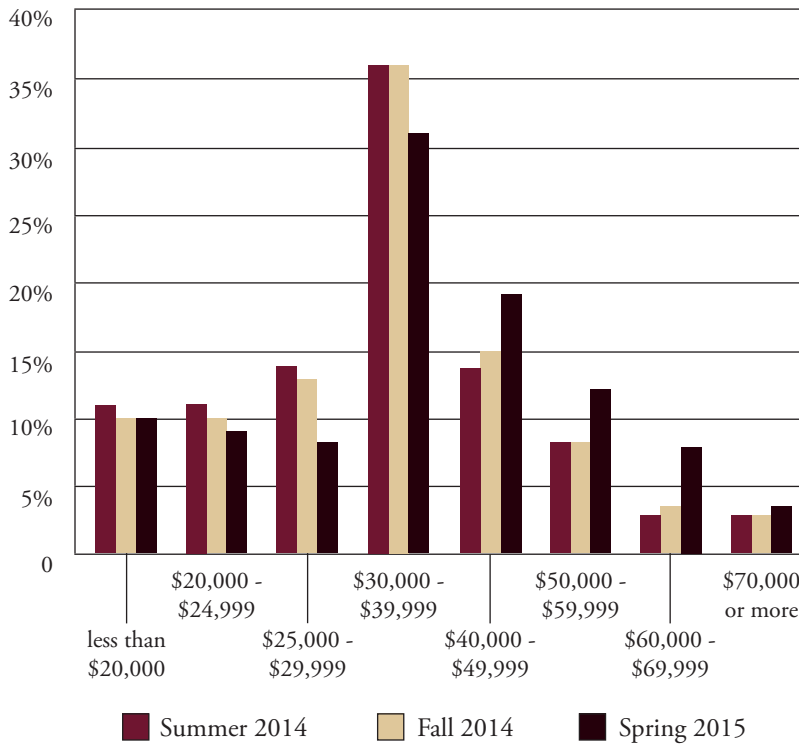
### Degrees that FSU Graduates are Pursuing



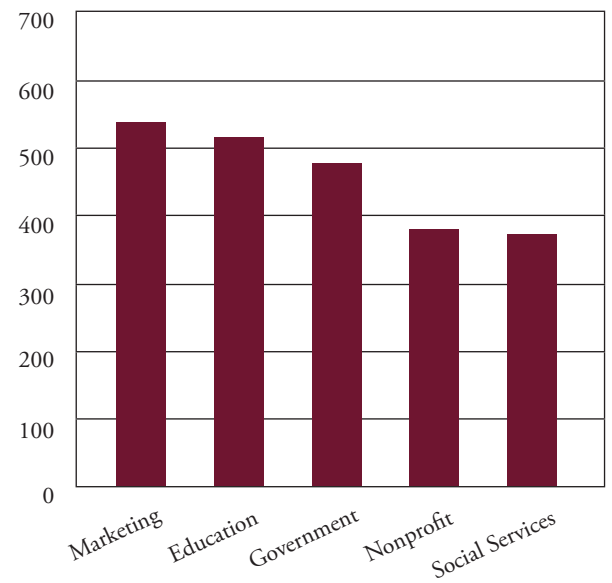
### Top 5 Graduate or Professional Schools

- |                               |                                    |
|-------------------------------|------------------------------------|
| 1 Florida State University    | 4 University of Florida            |
| 2 University of South Florida | 5 Florida International University |
| 3 Nova Southeastern           |                                    |

## Full-Time Position Salary Summary



## Top 5 Employment Industries

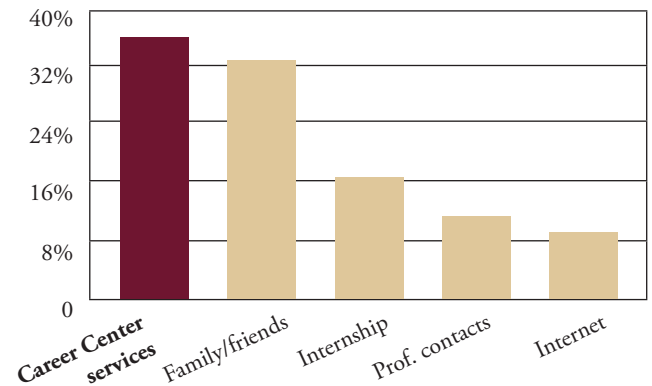


	less than \$20,000	\$20,000 - \$24,999	\$25,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 or more
Summer 2014	11%	11%	14%	36%	14%	8%	3%	3%
Fall 2014	10%	10%	13%	36%	15%	8%	4%	3%
Spring 2015	10%	9%	8%	31%	19%	12%	8%	4%

## How Seniors Found Employment Opportunities %

Career Center services	36.4
Family/friends	32.2
Internship	16.3
Professional contacts	11.6
Internet	9.8

## How Seniors Found Employment Opportunities



## Graduate Employment and Education by State

Florida State graduates work and study all over the world, and the latest Noles are following suit. While over 2,700 of FSU's graduates are staying in Florida, members of the class will be living in 32 different countries and 49 states.



# ACCOMPLISHMENTS



## **Graduating Senior Survey**

The Career Center, in conjunction with the Division of Student Affairs and Institutional Research, conducted another successful graduating senior survey and a six-month follow-up survey that resulted in a 90.7% and 32.8% response rate respectively. The Career Center and the Office of the Provost disseminated college- and department-specific data to support both accreditation and success metrics.

## **Strategic Plan**

The Career Center wrote and published an enhanced Strategic Plan and developed liaison goals and priorities to support the University's plan towards preeminence.

## **Annual Report**

The Career Center Annual Report was published and distributed to Deans, the administration, and the Career Center Advisory Board and was made available on the Career Center website.

## **Advisory Board**

The Career Center hosted local and national employers at a day-long annual Advisory Board meeting. Members received a University update by Interim Provost Sally McRorie, participated in a student leader panel, toured FSU's Moore Athletics Center, and attended a discussion on integrating technology to work harder and still stay focused presented by Mark Lindsay, a partner and Regional Director for Priority Management International.

## **Embedded Career Liaison Scale-Up**

Due to the measurable success of the embedded Career Liaisons during the fall 2014 semester, Liaisons expanded their roles to incorporate additional academic units. This expansion provided students in under-served majors on-site access to career programs and services.

## **Student Employee of the Year Award Ceremony**

The Career Center launched the inaugural Student Employee of the Year (SEOTY) Award Ceremony in order to highlight and recognize the contributions of 8,300+ on-campus FSU student employees and to support the state of Florida Student Employment Week.

The highest honor, the Tony DiBenedetto Student Employee of the Year Award, was presented by Tony DiBenedetto, an alumnus and former student worker, to Rebecca Garrett, a senior geology major from Wellington, Florida. Rebecca was selected from a pool of 74 unique nominations from 29 main campus and Panama City campus units, including 22 academic departments and the National High Magnetic Laboratory. Additional student employees were recognized in four other categories: customer service excellence, critical thinking, professionalism, and initiative.

## **Student Ambassador Program**

The Career Center recruited and trained 25 students for the new Student Ambassador program. A service and leadership opportunity, the Student Ambassador program is designed to provide career and professional development for students while strengthening The Career Center's outreach in the FSU community through peer-to-peer engagement.

## **Career Information Added to Undergraduate Program Guide**

Career Center staff collaborated with the Graduate Success Committee to update the Undergraduate Program Guide to include career clusters, as well as links to specific career information, including Steps to Career Success, Matching Majors to Occupations handouts, and salary and job outlook data to enhance major and career exploration.

## **Athletic Services Career Advisor Internship**

A Career Advisor internship was created for a second-year career counseling student to provide additional career services to student-athletes. In addition to providing one-on-one career advising in Moore Athletics Center, information on The Career Center and the Career Portfolio were also provided as part of the Athletic Department's W.I.L.D. (Women in Leadership Development) program. In the second year, staff in this role assisted with P.H.A.T. (Peers Helping Athletes Transition) Tuesdays, which are weekly meetings hosted by the Student Athlete Advisory Council where upper-division student-athletes help freshman student-athletes

transition from high school to college. Our Career Advisor also participated in the Etiquette Dinner as part of the Senior Transition series for student-athletes. Sarah Schaefer and Laura Beth Lancaster have served as interns.

## **Campus Partnerships**

The Career Center partnered with the College of Communication & Information to provide a grant-funded Florida IT Career (FITC) Alliance Career Liaison position. The position publicized employment opportunities, created career pipelines, and enabled students to develop the skills needed to take advantage of IT employment and graduate school opportunities available within Florida.

The Career Center collaborated with FSU's Human Resources Department to create an on-campus internship hiring checklist and job code for paid student interns working for the university.

The Career Center collaborated with FSU's Student Activities department to market and promote awareness of the inaugural 'Experience Tallahassee' event, welcoming incoming students to the Tallahassee area, showcasing community and campus services, and promoting all that Tallahassee has to offer.

The Career Advising and Counseling team completed a revision of all individual career guides and module sheets and assisted in streamlining the all-encompassing Career Guide.

## **Business Partnerships**

Dr. Woodie Woodward, alumna and former Associate Administrator of Airports to the FAA, shared her vast knowledge of aviation via an externship with Jackson Harris, a graduate student in urban and regional planning, who was her extern for the 2015 calendar year.

The Career Center continued to integrate employers into career advising drop-in hours to provide résumé and interview preparation for FSU students and alumni. The Employer Relations and Recruitment Services team coordinated 21 Employer-in-Residence sessions, including State Farm, Amica, Disney, Weichert Realtors, Liberty Mutual, Ferguson, ESPN, Total Quality Logistics, Amazon, Waffle House, RSM US, Apple, City Year, Dream Careers, Enterprise Holdings, Yelp, PLS Logistics, and SpaceX.

Career Center staff reached out to employer partners to fill speaking opportunities for the spring 2015 Professional Development Series and the fall 2015 Nole to Professionale workshop series, which included FSU Credit Union, TQL, Target, Waffle House, Macy's, Prudential, PLS Logistics,

Kohl's, and Northwestern Mutual. Career Center staff hosted representatives from Aflac, The Washington Center, and Tresta for the Ambassador professional development sessions.

Career Center staff designed a comprehensive employer partner résumé survey and generated infographic charts to share findings with faculty, staff, and students.

Career Center staff developed a partnership with CareerSource Capital Region, presenting to them about The Career Center and welcoming them to a Career Center in-service meeting as part of the updated memorandum of understanding.

Career Center staff collaborated with the Department of State Diplomat in Residence to provide an opportunity for students to learn about career opportunities on a drop-in basis.

Employer visits were conducted in conjunction with conference participation in Texas, Georgia, and California. Apple Inc., Dell, and Shaw Industries were some of the employers visited.

## Technology

A new, mobile-friendly Career Center website was launched in January 2015.

The Career Center successfully upgraded the Career Portfolio to version 2 in collaboration with FSU Information Technology Services. Enhancements to the application include the ability to generate a shareable link, as well as the functionality to format text for a more professional look.

Career Advising and Counseling implemented FOCUS 2, a new computer-assisted career guidance system.

## Training

Amanda Sargent and Kristin Zaideman achieved Distance Credentialed Counselor (DCC) status and received Global Career Development Facilitator (GCDF) training and credentialing.

Katie Dean Moore and Holly Hunt conducted four Pre-Law advisor trainings in the fall, with a total of 24 trained Pre-Law advisors, including two graduate students. Jim Allen, Casey Dozier, V'Rhaniku Haynes, Myrna Hoover, Lauren Kume, Victor Martinez, Katie Dean Moore, Sarah Pearson, and Amanda Sargent became Pre-Law advisors.

Megan Hollis and Heather Scarboro participated in the Advance Leadership Development program, sponsored by FSU's Human Resources Office of Training and Organizational Development.

Katie Dean Moore completed the certification offered with the Partnership for Public Service to become a federal career advisor. Jim Allen, Geneva Goldberg, and Katie Dean Moore completed the GoGovernment federal career advisor training.

Charlie Ricker completed the American College Personnel Association (ACPA)'s professional development webinar series.

Emily Kennelly completed a training course to become an Approved Clinical Supervisor.

Calvin Williams was selected to attend the NACE 2015 Management Leadership Institute in San Antonio, Texas.

Janet Lenz developed an in-house SDS 3340 co-instructor training program to meet the University's level I and level II teaching assistant training requirements. The training received approval from the Graduate School.

19 Career Center staff members visited the University of Florida Career Resource Center for a day of staff dialogue about career services and programs.

## Career Events

The Career Center's spring 2015 Part-Time Job Fair successfully partnered with Big Bend Society for Human Resource Management (SHRM) to increase both numbers and diversity of employers in attendance. This event had a 34 percent increase in students and a 28 percent increase in employers compared with spring 2014.

Career Center staff coordinated the Criminology Career Panels, which hosted representatives from the Florida Department of Law Enforcement, Tallahassee Police Department, FBI, CIA, cybersecurity agencies, and the State Attorney's office.

Career Center staff collaborated with FSU pre-health advisors and the U.S. Army Health Care Recruiting Unit to host the inaugural FSU Scholarship Night and Suture Clinic.

The Career Center participated in Insurance Days, conducted orientation session for risk management/insurance students, and hosted risk management/insurance faculty and staff, in addition to 42 employers and 130 students.

Career Center staff participated in the 2015 Statewide Job Fair in Orlando to network with recruiters and employer relations colleagues from around the state.

The Criminology Internship Fair hosted 22 employers and 92 students this year in the Dunlap Success Center and was a collaboration with the College of Criminology and Criminal Justice.

The Career Center hosted the Education and Helping Career Panel, welcoming four professionals who shared their insight and advice to 24 students interested in the education and helping fields.

The Career Center collaborated with the Graduate School in offering panels on “Going to Graduate School” for various campus groups that included information on FSU Graduate School resources, admissions, financial aid, and Career Center resources.

The Career Center sponsored and co-hosted the Advising First Center for College Life Coaching “Living Unconquered: Student Success Conference.”

## Open House

Career Center staff hosted an Open House for the College of Arts and Sciences in March 2015. This tour and networking opportunity allowed faculty and staff to learn about Career Center services and programs offered to both undergraduate and graduate students within their college.

## Workshops and Outreach

Career Center staff proposed and created the Nole to ProfessoNole professional development workshop series, marketing and implementing the series throughout fall 2015. The Nole to ProfessoNole series provides students across campus with resources, insight, and advice on employability skills, job search strategies, goal-setting, and more. Each workshop was co-presented with employers from a variety of occupations and organizations.

Offered at the Career Center on a monthly basis, the Landing an Internship workshop series provided strategies for identifying and securing internships. Each workshop featured a guest employer co-presenter, including a Target executive

team leader, Auto-Owners Insurance managers, and an FSU alumnus.

Prior to the Health Professions Fair, a résumé writing workshop was held to assist students in showcasing their transferable skills to health care-related careers.

Career Center staff joined several university colleges and departments at “FSU Day at the Capitol,” the annual celebration of the university’s value to Tallahassee, the state of Florida, and the world.

Staff coordinated outreach and follow up with alumni, parents, and professionals interested in volunteering as a ProfessoNole mentor, resulting in a current database of over 1,300 volunteers, an increase of over 513 new ProfessoNole volunteers.

## University-Wide Programs

The university-wide Mock Interview program increased participation by 49% during 2015 through sustained relationships with five colleges, the Center for Intensive English Studies, and professional development-focused registered student organizations.

University-wide recognition of student’s internship engagements resulted in an increase of 268 recognitions.

Career Center staff and Undergraduate Studies partnered to coordinate Pre-Law advising services for self-identified Pre-Law students. The Pre-Law website was updated, Pre-Law advisors were trained, and Katie Dean Moore and Holly Hunt were identified as the Pre-Law coordinators.

The Career Center continued partnership with the College of Law and the Academic Center for Excellence (Undergraduate Studies) to successfully transition Pre-Law advising at FSU to The Career Center and to provide 13 Pre-Law workshops in the spring.

## Grants or Financial Awards

- Awarded nearly \$20,000 in student technology fees to integrate iPads into The Career Center’s service delivery model.
- Received \$10,000 from the Alliance for Career Resource Professionals to support understanding and enhancing career information literacy.
- Received \$2,500 from Enterprise Holdings to enhance career development programs.
- Received \$2,000 from Speedway, LLC for the Career Portfolio Contest.
- Secured a \$2,000 Target Corporation campus grant for the Student Ambassador program.
- Received \$1,200 in funding through the Florida State University Student Government Association for the Student Ambassador program.
- Received a \$500 grant from United Parcel Service (UPS) through the National Student Employment Association (NSEA) to establish a Student Employee of the Year competition.

# DIVERSITY AND INCLUSION

The Career Center supports and provides diversity and inclusion. Career Center staff have created a welcoming environment for students of all diverse backgrounds. In an effort to increase both diversity awareness and training, staff members have participated in a number of professional development trainings.

- Ten Career Center staff members participated in and completed the **Seminole Allies & Safe Zone 101** training, a three-hour basic training in allyship and contemporary LGBTQ+ issues.
- Two Career Center staff members completed the **Seminole Allies & Safe Zone 201: Trans Ally**, a two-hour training that engages participants in understanding trans identities, gender variance, becoming allies to people with trans and other gender variant identities, and more.
- A Career Center staff member completed the **Seminole Allies & Safe Zone 202: Personal Identity Development**, a two-hour workshop that engaged participants in exploring their own identity development as allies.
- Twenty Career Center staff members participated in and completed the **Social Justice Ally** training. This seven-hour training focuses on developing awareness, knowledge of self and others, and creating an action plan towards becoming an ally.
- Several staff completed the **Global Partners Certificate Program** offered by the Center for Global Engagement.

Additionally, Career Center staff is actively engaged in diversity and inclusion efforts across many platforms.

- **Sean Collins, Kelvin Rutledge, and Calvin Williams** serve on the FSU Black Male Initiative.
- **V'Rhaniku Haynes and Julia Kronholz** earned the Florida State University Diversity and Inclusion Certificate.
- **V'Rhaniku Haynes and Kelvin Rutledge** served on the board for the FSU Black Faculty/Staff Networking Group.
- **Julia Kronholz** served on the Diversity and Inclusion Committee (Leadership and Education Subcommittee) from October 2014 to August 2015.
- **Victor Martinez** served on FSU's Division of Student Affairs Diversity and Inclusion committee.
- **Victor Martinez and Katie Dean Moore** completed the Social Justice Ally Facilitator training. They now serve as two of nine Social Justice Ally Facilitators for the FSU community.
- **Victor Martinez, Rob Morris, and Kelvin Rutledge** facilitated the breakout session "Professional Real Talk: Navigating Individual Identities in the Workplace" at the 2015 FSU Multicultural Leadership Summit.
- **Katie Dean Moore** served as a small group facilitator for the 2015 FSU Multicultural Leadership Summit.
- **Donna Ruscito** served as the campus coordinator for the Workforce Recruitment Program, assisting highly motivated college students and recent graduates with disabilities through summer or permanent jobs.



- **Kelvin Rutledge and Kristin Zaideman** completed the Seminole Allies & Safe Zone 301: Train the Facilitator training. They now serve as official facilitators for Seminole Allies & Safe Zone 101 for the FSU community.
- **Kelvin Rutledge** served as the staff co-chair for the FSU LGBTQ+ Faculty/Staff networking group.
- **Kelvin Rutledge** served on the Southern Association of Colleges and Employers (SoACE) Diversity and Inclusion committee.
- **Kelvin Rutledge** served as a panelist on the “Beyond Marriage: What’s Next?” panel sponsored by the FSU Pride (LGBTQ+) Student Union panel.
- **Kelvin Rutledge** was selected as Cohort Dialogue Facilitator for the 2015 ACPA Institute on Social Justice.

The Career Center supports and promotes diversity and inclusion by:

- Providing Seminole Success Night: A Celebration of Leadership & Diversity and Veterans Networking Night;
- Increasing career information resources for the following populations: LGBTQ+, undocumented students, women, and others;
- Connecting career services and employment opportunities to students with disabilities.

## *ADDITIONAL HIGHLIGHTS*



**The Career Liaison program** and the **Garnet & Gold Scholar Society program** were recognized as NASPA Florida programs of distinction.

**Tracey Dowling** was selected as a member of the National Association of Colleges & Employers (NACE) Leadership Advancement Program (LAP).

**Megan Downey, Taylor Locks, Amanda Peters, and Samantha Yorke** (Career Center Graduate Assistants) and **Yasmeen Battle and Kaleigh Mack** (Career Center Student Assistants), were inducted into Seminole Torchbearers in November 2015.

**Megan Downey, Taylor Locks, Amanda Peters, and Samantha Yorke** (Career Center Graduate Assistants) were named Hardee Fellows by the Hardee Center for Leadership and Ethics in Higher Education Association in October 2015.

**Melissa Forges** served as an advisor for Alpha Omega C5 and as a volunteer for the NASPA & NOLES Undergraduate Fellows Program (N2UFP) Shadow Experience.

**V’Rhaniku Haynes** served as the chair for the 2015 Southern Association of College and Employers (SoACE) Employer Relations Summit, held in Atlanta, Georgia.

**V’Rhaniku Haynes** coordinated and facilitated the annual Employer Relations Meeting at the 2015 Statewide Job Fair.

**Megan Hollis** served as secretary for FloridaACE.

**Megan Hollis** served on the FSU Division of Student Affairs Professional Development Committee.

**Myrna Hoover** served on the Tallahassee Chamber of Commerce's Selection Committee for "The Best & Brightest Awards," which showcased students who demonstrated leadership in their chosen career field and inspired young people to serve their schools and community.

**Myrna Hoover** was asked to serve on the Board of the Human Resource Management Center for the College of Business.

**Myrna Hoover** served on Florida State University's Quality Enhancement Plan (QEP) committee.

**Julia Kronholz** served on the steering committee of the university-wide Spiritual Life Project.

**Lauren Kume and Leslie Mille** served on the Faculty/Staff Campaign Committee.

**Taylor Locks** was recognized as the NASPA Florida Outstanding Graduate Student of the Year.

**Taylor Locks** was selected to serve on the Student Leadership Council in the FSU College of Education for the 2015-2016 academic year.

**Victor Martinez** served as the advisor for the FSU Chapter of the National Society of Collegiate Scholars.

**Victor Martinez** was selected to serve as cluster facilitator for the 2015 FSU LeaderShape Institute.

**Victor Martinez** served as the keynote speaker for the 2015 College of Human Sciences summer graduation reception.

**Leslie Mille** served on the "Chart Your Course" committee, assisting with the development of a proposed new Freshman Orientation Course.

**Debra Osborn** was honored by the College of Education with the FSU Robert M. Gagné Research Award.

**Kelvin Rutledge** served as the faculty/staff advisor for Omega Phi Beta Sorority, Inc., Kappa Alpha Order Fraternity, and the FSU Professional Fraternity Council.

**Kelvin Rutledge** served as cohort facilitator for the FSU Greek Leadership Summit and the Multicultural Leadership Summit.

**Kelvin Rutledge** served on the American College Personnel Association (ACPA) Commission for Career Services as a Directorate Board Member and as a member of the 2016 Career Central at Convention Planning team.

**Jim Sampson, Pei-Chun Hou, Julia Kronholz, Casey Dozier, MC McClain, Mary Buzzetta, Liz Pawley, Tyler Finklea, Gary Peterson, Janet Lenz, Robert Reardon, Deb Osborn, Seth Hayden, Gloria Colvin, and Emily Kennelly** were awarded the 2014 Career Development Quarterly Article of the Year - Content Analysis of Career Development Theory, Research, and Practice 2013, by the National Career Development Association.

**Jim Sampson, Julia Kronholz, and others** were awarded the Outstanding Research Contribution Award by the National Career Development Association.

**Heather Scarboro** served on the Southern Association of College and Employers (SoACE) Marketing Committee.

**Calvin Williams** served as a 2015 LeaderShape Institute guest leader and provided mentorship to student clusters.

**Calvin Williams's** presentation at FloridaACE, Professional development: The next frontier, was selected as the best presentation at the conference and was also selected as the SoACE/FloridaACE spotlight webinar.



## FSU Division of Student Affairs Award Ceremony Winners

*Community Service Award –*

V'Rhaniku Haynes

*Hardee Research Award –*

Janet Lenz, Carolyn Barringer, Casey Dozier, Calvin Williams, Kelvin Rutledge, and Charlie Ricker

*Stone Soup Award –*

Tracey Dowling

*Student Mentor Award –*

Sean Collins

*Uphold the Garnet and Gold Award –*

Carolyn Barringer, Lisa Francis, Taylor Locks

*Silent Superlative –*

Amanda Peters

*Star Award for Special Achievement –*

Samantha Yorke

*Mover N' Shaker Award –*

Charlie Ricker

*15 Years of Service –*

Leslie Mille

*30 Years of Service –*

Deborah Crowder

*Partners with a Purpose –*

Jennifer Flowers, Northwestern Mutual; Megan Noonan, Waffle House





# PARTNERSHIPS



## **College of Applied Studies (FSU Panama City)**

*Liaison: Myrna Hoover*

An overview of Career Center services and programs were presented to Dr. Carol Edwards, the new Dean of Florida State University Panama City Campus.

Career Center staff coordinated the “Fast to the Future Career Networking Event” that provided students opportunities to network with professionals in their chosen field.

## **College of Arts and Sciences**

*Anthropology, Chemistry & Biochemistry, Computer Science, Earth, Ocean & Atmospheric Science, Mathematics, Physics, Scientific Computing, Statistics*

*Liaison: Krystle Graham*

The Career Center scheduled and conducted outreach workshops about experiential learning opportunities, Career Center services, and employability skills.

Staff conducted career-focused presentations for the Mathematics Department’s actuarial science students, working with the department chair, faculty, and staff to increase visibility of the Career Liaison role.

Staff conducted career-focused presentations to Graduate Women in Science and STEM Scholars.

Staff provided a résumé writing workshop to 18 graduate students in the Computer Science Department’s financial mathematics seminar.

*Biology, Psychology*

*Liaison: Megan Hollis*

The Career Center co-hosted the fourth annual “Psychology Career Exploration Event.” Participating members included FSU faculty and staff, as well as representatives from psychology-related careers in the Tallahassee community.

Career Center staff worked with the Director of Undergraduate Studies in the Department of Psychology to create and record an internship preparation

video for students engaging in experiential learning activities for academic credit and a résumé writing video for the online Careers in Psychology course.

Career Center staff coordinated a Holistic Health Panel for biology, exercise science, and other health-related majors to learn about different options in the health field.

Career Center staff shared best practices and Career Center services in a training for biology academic advisors.

Career Center staff presented workshops in the Frontiers in Biology and Careers in Biology courses, as well as other courses for biology majors.

### *Classics, English, History, Modern Languages & Linguistics, Philosophy, Religion*

*Liaison: Lauren Kume*

Career Center staff held a workshop series targeted for English, history, and humanities majors. Topics included navigating career fairs, interviewing, the internship search, résumé writing, and selling your liberal arts degree.

The Career Liaison was featured in the fall 2015 “Scroll, Scribe, and Screen,” an English Department publication, addressing career opportunities for English majors.

The Career Center partnered with Dr. Jennifer Kanke in the English Department to establish workshops for editing, writing, and media internship students that will be held each semester.

The Career Center partnered with the Digital Studio and the English Department to offer a digital portfolio workshop.

Career Center staff presented in the modern languages pro-seminar on career options outside academia.

## **College of Business**

*Liaison: Calvin Williams*

Nineteen sections (576 students) of Business Communication classes were hosted at The Career Center during the spring, summer, and fall semesters. The students attended the workshop specifically designed to help them successfully navigate Career Center services.

Career Center staff participated in the Real Estate Trends Conference and hosted the speed connections portion of the event to help 20 employers and 166 students network prior to the conference.

Staff briefed the Accounting Department’s Advisory Board members on hiring trends, new policies, and recruiting initiatives.

Staff attended the Retail Roundtable to discuss recruiting initiatives with faculty, staff, and employer partners.

Career Center staff participated in the fall College of Business “New Student Welcome to the Major” networking event.

## **College of Communication and Information**

*Communication, Communication Disorders*

*Liaison: Kelvin Rutledge*

Career Center liaisons worked with faculty members to schedule guest lectures for capstone courses, Careers in Communication and Perspectives in IT. More than 100 students completed mock interviews, toured The Career Center, and received information on various career topics and resources.

The Career Center staffed a table at the Communication and Information Fair in February and the FITC Career Day in October, providing students with information on services and programs.

The Career Center provided resources and information for students at the CCI “Connect to Success” event in September 2015.

*Information Technology*

*Liaison: Krystle Graham*

Career Center staff recruited employers to participate in the College of Communication and Information Career Fair.

Career Center staff provided career-related and IT employer news/articles for the FITC Alliance website and social media accounts.

Career Center staff tabled at several events and facilitated/co-facilitated approximately 15 presentations on career-focused topics, including presenting to the College of Communication and Information’s IT students and graduate students.

*Libraries, Information Studies*

*Liaison: Sarah Pearson*

The Career Center staffed a table at the Communication and Information Fair in February and the FITC Career Day in October, providing students with information on services and programs.

Career Center staff presented a workshop on writing a curriculum vitae for students enrolled in the Master of Science in Library and Information Studies program.

## **College of Criminology and Criminal Justice**

*Liaison: Katie Dean Moore*

Career Center staff presented with the Internship Coordinator and College of Criminology academic advisors at new student and transfer student orientations, as well as at internship class orientations about The Career Center and Pre-Law at FSU.

The Career Center facilitated the Criminology Career Panels (one in spring and one in fall), which hosted representatives from the Florida Department of Law Enforcement, Tallahassee Police Department, FBI, CIA, cybersecurity agencies, and the State Attorney's office.

## **College of Education**

*Liaison: Jim Allen*

The Career Center coordinated and hosted the Teacher Certification workshop, informing 65 student-teaching candidates of the process for acquiring their professional certification through the state of Florida.

The Career Center coordinated and hosted the Becoming a Teacher workshop, informing 15 interested students on the process of pursuing teacher certification through College of Education graduate programs and alternative certification.

Career Center staff provided a Career Center overview and resources to 75 graduate students in the Professional Development in Sport class during the spring and fall semesters.

Staff provided a Career Center interviewing workshop to 25 graduate students in the Pre-Student Teaching seminar.

Staff tabled during the 2015 Sport Management Conference, providing an overview of Career Center resources to over 300 students.

## **College of Engineering**

*Liaison: Melissa Forges*

Career Center staff supported the Mechanical Engineering department in its inaugural year of providing a zero-credit hour course that results in transcript notation for internship and co-op participants through the ME-Internship program.

Career Center staff presented at the annual Mechanical Engineering Advisory Council (MEAC), partnering with the Mechanical Engineering Department to promote and recruit mechanical engineering students for their experiential learning opportunities.

Career Center staff increased engineering professionals in Professionale by corresponding with local and regional licensed engineers in addition to meeting with the Tallahassee Chapter of ASME (American Society of Mechanical Engineers).

Staff participated in the on-campus accreditation review of all undergraduate engineering programs by the ABET (Accreditation Board for Engineering and Technology, Inc.) program evaluators by providing pertinent Career Center data and statistics for the College.

## **College of Fine Arts**

*Liaison: Emily Kennelly*

Career Center staff presented seven workshops to art-related classes reaching over 142 students, including Art Success Strategies, Theatre Culminations, Studio Art BFA class, and Seminar & Professional Practices in Art Education.

The Career Center hosted the first "Creative Arts" career panel in collaboration with Advising First, marketed this information to the College of Fine Arts, and had 20 students in attendance.

Career Center staff attended the Dean's Council meeting to present The Career Center's Annual Report and relevant data from the Graduating Senior Survey.

## **College of Human Sciences**

*Liaison: Victor Martinez*

Career Center staff presented with the College of Human Sciences Academic Affairs Coordinator on the importance of collaboration of academic affairs and student affairs in increasing students' employability skills during the annual NASPA Florida conference.

Career Center staff presented at the annual employer recruiting event "The Retail Roundtable" through the Retail, Merchandising, & Product Development Department on hiring part-time employees, offering unpaid internships, and recruiting students.

## College of Law

*Liaison: Katie Dean Moore*

The Career Center hosted eight of the 12 Florida law schools for a Florida Experience Panel on applying to law school, in connection with the Women in Law student group and the Law School Fair.

Staff collaborated with the College of Law to host pre-law advisor trainings in their facility and receive two tours of the school, led by FSU Law Ambassadors.

## College of Medicine

*Liaison: Kristin Zaideman*

Workshops were conducted on writing a curriculum vitae for first-year medical students enrolled in the College of Medicine.

Staff met with the Careers in Medicine (CIM) coordinator to learn more about the College of Medicine and to provide the College with details about The Career Center.

## College of Motion Picture Arts

*Liaison: Amanda Sargent*

Career Center staff provided a workshop on personal branding for the Motion Picture Arts Launch class.

Students from the Motion Picture Arts Launch class visited The Career Center to develop a résumé and cover letter.

## College of Music

*Liaison: Amanda Sargent*

Staff conducted career-related workshops, including networking and business etiquette for four music education/ conducting classes, résumés and interviewing for arts administration students, business etiquette for Sigma Alpha Iota music fraternity (50 students), and a cover letter workshop for the Arts Administration Students Association.

## College of Nursing

*Liaison: Casey Dozier*

Workshops were conducted on developing a Career Portfolio for students enrolled in the College of Nursing.

The Career Center hosted a Career Center scavenger hunt for College of Nursing students in a living learning community.

## College of Social Sciences and Public Policy

*Liaison: Geneva Goldberg*

Career Center staff designed and implemented Nole to ProfessioNole, a professional development workshop series, at the request of College leadership, to address professionalism in the workplace and employability skills. A networking night featuring alumni from each academic department culminated the series.

Career Center staff held a Résumé Roundup event for the Government & Social Services Career Fair. First imagined by Dean David Rasmussen, Résumé Roundup was created to promote the Government & Social Services Career Fair and allowed students to have their résumés critiqued in ten minutes or less.

Career Liaisons were featured guest speakers at the Student Leadership Council reception and discussed internship engagement within the field of public policy.

The Career Liaison managed a “Career Corner” tab on the international affairs and interdisciplinary social science majors groups on Blackboard.

Career Center staff conducted career-focused presentations for international affairs graduate students and worked with the Dean and Student Leadership Council to develop a formal alumni mentoring program.

Career Center staff tabled at several events and facilitated/ co-facilitated approximately 20 presentations on career-focused topics.

Career Center staff provided tabling and outreach during the College’s Get More Than a Degree Fair, connecting with 40 students and sharing an overview of Career Center resources.

## College of Social Work

*Liaison: Tracey Dowling*

Career Center staff presented to all sections of the master’s program Graduate Field Instruction seminars on résumé writing, social media, and the social work job search.

Career Center staff presented to all sections of the bachelor’s program seminars on job search strategies.

Staff were invited to speak at the Master’s of Social Work Orientation.

Staff collaborated with the College’s Field Work Coordinator to develop a professional development session preparing students for the Field Day Expo.

## Graduate School

*Liaison: Janet Lenz*

Career Center staff collected 70 surveys at the fall orientation on graduate student career needs and produced a summary report for distribution to the Graduate School and Career Center staff that highlights career services needs as reported by this sample of advanced degree students.

Staff participated in a panel sponsored by the FSU Postdoctoral Association that was open to all advanced-degree students on the topic: “Career Paths beyond Academia.”

Career Center staff offered employability skills workshops in The Career Center, at the Honors, Scholars, and Fellows House, and at the Mag Lab during the fall and spring semesters targeted at advanced-degree students and post-docs.

Career Center staff gave a presentation at the fall colloquium for the College of Human Sciences Graduate Student Advisory Council entitled “Negotiating the Job Offers.”

Staff represented The Career Center at the Graduate Enrollment Management Council (GEMC) meetings to provide updates on Career Center services and programs and provided regular updates via emails and print materials to key Graduate School contacts on upcoming Career Center events and programs.

Career Center staff provided targeted resources to advanced-degree students, including Finding and Using Graduate Student Resources, Considering Employment in a Faculty Position, Writing a Curriculum Vita, and Using the Career Portfolio in an Academic Job Search guides.

## Advising First/Undergraduate Studies

*Liaisons: Emily Kennelly, Casey Dozier*

The Career Center partnered with the Advising First Center for Exploratory Students to coordinate six career panels across the areas of STEM, business, education, creative arts, communication and information, and social sciences. More than 150 students attended the career panels.

The Career Center partnered with the Advising First Center for Exploratory Students to coordinate the “Pizza and a Major” workshop series consisting of self-exploration, major-exploration, and career-exploration workshops, with more than 220 students in attendance.

Staff coordinated an interactive tour of The Career Center Library, in collaboration with the Center for Leadership and Social Change, for 125 students in the Bryan Hall Living Learning Community.



Staff provided event support for the Advising First “Majors Fair” on Union Green.

Staff provided a Career Center tour and overview of services for the Advising First Center for College Coaching coaches.

The Career Center participated in the “TCC Day” tabling, where advisors from FSU visit TCC to provide prospective students with information about majors and careers.

## **Alumni Association**

*Liaison: Leslie Mille*

Career Center staff assisted the Alumni Association in the development of their student-alumni mentoring program and presented on best practices to the Student Alumni Association Leadership Council and the Alumni Association National Board of Directors.

The Alumni Association partnered with The Career Center’s Financial Workshop Series to provide funding for refreshments.

The Career Center participated in the Seminole Club Leadership Conference, where they promoted and encouraged attendees to volunteer as ProfessioNoles and introduced club leadership to the services available for all alumni through The Career Center.

## **Athletic Department**

*Liaison: Janet Lenz*

*Interns: Sarah Schaefer, Laura Beth Lancaster*

Career Center staff collected data from freshmen student-athletes during fall orientation regarding their career planning needs and compiled a summary report that was shared with Athletics.

The Career Center participated in the Athletic Department’s Senior Transition Night to share information on Career Center programs and services.

The Career Center hosted the Student Athlete Advisory Council (SAAC) in The Career Center. Student-athletes were given an overview of services and provided with a tour.

Staff represented The Career Center at the Athletic Department’s Golden Nole Awards Banquet.

Student-athletes participating in the Summer Bridge Program were hosted in the Career Center and given an overview of services.

## **Center for Academic Retention and Enhancement**

*Liaisons: Sean Collins, V’Rhaniku Haynes*

Staff facilitated a two-hour employability workshop for approximately 100 first-generation college students during the 2015 Summer Bridge program.

## **Center for Global Engagement**

*Liaison: Carolyn Barringer*

The Career Center helped coordinate the spring employment workshop and recruited presenters for a break-out session on: How to Market Yourself and Find a Job. 75 international students attended.

Career Center staff worked with Center for Global Engagement staff to set up résumé critique, finding an internship, and job fair preparation workshops for more than 25 students from the Brazil Scientific Mobility Exchange Program.

The Career Center co-hosted a NAFSA webinar for CGE and Career Center staff members on “Successful Career Planning for International Students” in April 2015.

Career Center staff presented to the 11 Beyond Borders Jamaica program student participants on positioning this specific global/intercultural experience for future employers.

Career Center staff presented on landing internships with Asian companies operating within the United States and discussed CPT and OPT Work Authorizations with 15 students in the Chinese Students Association.

## **Center for Leadership and Social Change**

*Liaison: Tracey Dowling*

Career Center staff collaborated with the Center for Leadership & Social Change on the Doing Well by Doing Good: Helping Careers Panel. This event brought six executive directors to campus, who shared information about working in the non-profit sector in a roundtable, speed-networking format.

Career Center staff served as guest speaker and cluster facilitator for the LeaderShape Institute, which challenges participants to lead with integrity while working towards a vision grounded in their deepest values.

## Dean of Students Department / First Year Outreach / SGA

*Liaison: Leslie Mille*

Career Center staff presented to new students and their family members at 90 Orientation sessions and participated in New Student and Family Programs FSUchat online forums.

Staff provided tabling and outreach during the SGA/Junior Class Council's Slice of Success orientation event, connecting with 45 students and providing insight and information to students searching for a summer internship.

The Career Center collaborated with the Flying High Circus Director to recognize 25 student participants in the Callaway Gardens Summer Program to convert seasonal roles into internships and ensure participants would earn recognition during their experience.

The Career Center collaborated with campus partners to create intentional programming for the first 50 days of the fall semester using the AAC&U values rubrics. The Create Your FSU Experience team rolled out a master events and campus engagement calendar utilizing the branding #myFSUexperience to ensure effective marketing to all students with a focus on first-year and transfer students.

Career Center staff presented to Campus Recreation student managers and shift leaders on translating their campus recreation experience into skills that employers are seeking.

## International Programs

*Liaison: Carolyn Barringer*

Career Center staff presented to First Semester Abroad (FSA) and First Year Abroad (FYA) students and parents on how to apply their study abroad experience to their career.

Career Center staff attended the International Programs Study Abroad Fair.

The Career Center collaborated with International Programs to promote the international internships through The Career Center Liaison Model to academic units.

## Student Disability Resource Center

*Liaisons: Kelvin Rutledge, Donna Ruscito,  
Heather Scarboro*

Career Center staff collaborated with Lively Technical Center and the Florida Agency for Persons with Disability to participate in the fall Persons with Disability Mock Interview Day.

Career Center staff coordinated seven telephone interviews for students with disabilities and a volunteer government employee for the Workforce Recruitment Program (WRP).

Career Center staff tabled during Disability Awareness Week and provided information on accessible and inclusive Career Center resources and services.

Career Center staff attended the Johnson Scholarship Awards Ceremony, where 52 students with disabilities received awards.

## Veterans Center

*Liaison: Jim Allen*

Career Center staff presented a networking strategies workshop to the FSU Collegiate Veterans Association and FSU Veterans Student Union in preparation for the Student Veterans Networking Night.

The Career Center hosted the fall Student Veterans Networking Night, welcoming 43 veteran-friendly employers and 52 student-veterans and student leaders from FSU student organizations.

Staff provided a Career Center overview and tour of the library to 10 student-veterans registered for the Veterans Success class.



# PUBLICATIONS AND PRESENTATIONS

## Publications

- Bullock-Yowell, E., Reed, C. A., Mohn, R., Galles, J., **Peterson, G. P., & Reardon, R. C.** (2015). Neuroticism, negative thinking, and coping with respect to career decision state. *Career Development Quarterly*, *63*(4).
- Dozier, V. C., Sampson, J. P., Lenz, J. G., Peterson, G. W., & Reardon, R. C.** (2015). The impact of the Self-Directed Search Form R Internet Version on counselor-free career exploration. *Journal of Career Assessment*, *23*, 210-224. doi:10.1177/1069072714535020
- Hayden, S. C. W., & **Kronholz, J. F.** (2015). Supervision of assessments in counseling. *Career Planning and Adult Development*, *30*, 156-169.
- Kettunen, J., **Sampson, J. P.**, & Vuorinen, R. (2015). Career practitioners' conceptions of competency for social media in career services. *British Journal of Guidance & Counseling*, *43*, 43-56. doi:10.1080/03069885.2014.939945
- Kettunen, J., Vuorinen, R., & **Sampson, J. P.** (2015). How do career practitioners experience social media in career services? *The Career Development Quarterly*, *63*, 268-282. doi:http://dx.doi.org/10.1002/cdq.12018
- Kronholz, J. F.** (2015). Self-help career services: A case report. *Career Development Quarterly*, *63*, 282-288.
- Kronholz, J. F., Freeman, V. F., & Mackintosh, R. C.** (2015). Animal-assisted therapy: Best practices for college counseling. *VISTAS Online*, *75*, 1-11. Retrieved from <http://www.counseling.org/Resources/>.
- Lenz, J. G., Freeman, V., Rutledge, K., & Williams, C.** (2015, November). Promoting critical thinking in students: A career center's strategy. *NACE Journal*, *76*(2), 34-37.
- McClain, M. C., **Kronholz, J. F., Hou, P. C., Osborn, D. S., & Sampson, J. S.** (2015). Exploring the integration of theory, research, and practice in career development: An overview. *Career Developments*, *31*, 5-8.



McClain, M. C., & Reardon, R. C. (2014). The U.S. workforce from 1960 to 2010: A RIASEC view. *The Professional Counselor*, 5(1), 1-14. doi: 10.15241/rcr.5.1.15

McClain, M. C., Sampson, J. P., Jr., Lenz, J. G., & Reardon, R. C. (2015). Fraternity and sorority membership and college student career development. *The College Student Affairs Journal*, 33(1).

Osborn, D. S., Finklea, J. T., & Belle, J. G. (2015). Integrating Assessments into the Career Decision-Making Conversation. *Career Planning and Adult Development Journal*, 30(4), 144-155.

Osborn, D. S., Kronholz, J. F., & Finklea, J. T. (2015). Card Sorts. In M. McMahon, & M. Watson (Eds.), *Career Assessment: Qualitative Approaches* (pp. 81-88). Rotterdam, The Netherlands: Sense Publishing. Retrieved from <https://www.sensepublishers.com/catalogs/bookseries/career-development-series/career-assessment/>

Osborn, D. S., Peterson, G. W., & Hale, R. (2015). Virtual School Counselors. *Professional School Counseling*, 18(1), 179-190. doi:10.5330/2156-759X-18.1.179

Reardon, R. C., & Lenz, J. G. (2015). *Handbook for using the Self-Directed Search: Integrating RIASEC and CIP theories in practice*. Odessa, FL: Psychological Assessment Resources.

Sampson, J. P., Jr., & Osborn, D. S. (2015). Information Communication Technology in Career Service Delivery. In P. J. Hartung, M. L. Savickas, & W. B. Walsh (Ed.), *APA Handbook of Career Intervention* (pp. 57-70). American Psychological Association.

Sampson, J. P., Peterson, G. W., Osborn, D. S., & Hayden, S. C. W. (2015). Using career theory to integrate qualitative and quantitative career assessment. In M. McMahon, & M. Watson (Eds.), *Career assessment: Qualitative approaches* (pp. 181-190). Rotterdam, The Netherlands: Sense Publishing. Retrieved from <https://www.sensepublishers.com/catalogs/bookseries/career-development-series/career-assessment/>

Sampson, J. P., Peterson, G. W., Reardon, R. C., Lenz, J. G., Morrison, A. R., Galles, J. A., Melvin, B. R., Finklea, J. T., Freeman, V. F., & Miller, A. (2015). *Bibliography: A cognitive approach to career development and services* (Bibliography). Tallahassee, FL: Florida State University, Center for the Study of Technology in Counseling and Career Development. Retrieved from [http://diginole.lib.fsu.edu/techcenter\\_biblio/1/](http://diginole.lib.fsu.edu/techcenter_biblio/1/)

Sargent, A. (2015). Strategic directions for career services in the university setting [Review of the book New Directions in Student Services No. 148: Strategic directions for career services in the university setting]. *Career Convergence*. Retrieved from: [http://www.ncda.org/aws/NCDA/pt/sd/news\\_article/104349/\\_PARENT/layout\\_details\\_cc/false](http://www.ncda.org/aws/NCDA/pt/sd/news_article/104349/_PARENT/layout_details_cc/false)

## Presentations

Barringer, C., Tufts, K., & Zaideman, K. (2015, February). Creating your personal brand. Presentation at the Florida State University Student Success Conference, Tallahassee, FL.

Buzzetta, M. (2015, July). Enhancing graduate student involvement within NCDA. Presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.

Buzzetta, M., Jean, R., & Miller, A. (2015, July). Exploring mental health and career development concerns in college student veterans. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.

Cantonis, A. M., Kronholz, J. F., & Osborn, D. S. (2015, March). Discover your APptitude: Exploring new technologies to enhance counseling service. Poster presentation at the American Counseling Association Annual Conference, Orlando, FL.

Chandler, J., & Martinez, V. (2015, October). Connecting student affairs and academic affairs through career services. Presentation at the NASPA-Florida Drive-In Conference, Tampa, FL.

\*Cox, B., Mintz, A., Locks, T., Thompson, K., Anderson, A., Edelstein, J., & Wolz, A. (2015, May). Students with high functioning autism and communication through online forums. Poster presentation at the Florida Association of Speech Language Pathologists and Audiologists Annual Conference, Ft. Lauderdale, FL.

\*Recognized with First Place Poster Presentation Award

Cox, B., Mintz, A., Locks, T., Thompson, K., Anderson, A., Edelstein, J., & Wolz, A. (2015, April). College students with autism: Bridges and barriers to postsecondary success. Paper presentation at the American Educational Research Association Annual Conference, Chicago, IL.

Dowling, T., Hollis, M., Keenan, E., & Pelt-Walker, K. (2015, May). Volunteer and intern recruitment and management. Presentation at the 6th Annual United Partners for Human Services (UPHS) Conference for Excellence in Nonprofit Management and Leadership, Tallahassee, FL.

- Finney, K., Ricker, C., & Rutledge, K.** (2015, March). Advertising the future: Infusing marketing principles in career services practice. Presentation at the American College Personnel Association Annual Convention, Tampa, FL.
- Freeman, V. F., Edralin, C. & Fiore, E.** Using a career course to assist a diverse student population in exploring careers and imagining future possibilities. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Harding, T., **Hoover, M.**, Thornburg, J., & Carlson, E. (2015, June). 50th Anniversary Panel, Charting the future of career services and college recruiting. Presentation at the Florida Association of Colleges and Employers (FloridaACE) Annual Conference, St. Augustine, FL.
- Hayden, S. C. W., **Osborn, D. S., Sampson, J. P., & Theall, K.** (2015, June). Wow, that was quick!!!: Examining the impact of brief interventions on career development. Presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Haynes, V.** (2015, June) Leveraging student involvement to help career services expand their reach. Presentation at the Florida Association of Colleges and Employers (FloridaACE) Annual Conference, St. Augustine, FL.
- Hollis, M., Keenan, E., & Ricker, C.** (2015, March). Changing and challenging views to create opportunities. Presentation at the Cooperative Education & Internship Association (CEIA) Annual Conference, Atlanta, GA.
- Hollis, M.,** Lippett, C., & Mantzanas, C. (2015, July). How to get an intern 201. Panel presentation at the Institute for Nonprofit Innovation and Excellence workshop, Tallahassee, FL.
- Hollis, M., & Hunt, J.** (2015, September). LinkedIn for nonprofit professionals. Webinar presented to the United Partners for Human Services, Tallahassee, FL.
- Hoover, M.** (2015, June). Keynote Address, Strategies for successful employer relations and recruiting. Presentation at the Southern Association of Colleges and Employers (SoACE) Employer Relations Summit, Atlanta, GA.
- Hoover, M.** (2015, October). Leadership reflections. Presentation at the Florida State University Women's Leadership Institute, Tallahassee, FL.
- Hoover, M., & Dowling, T.** (2015, June). Insights into an innovative response to performance-based funding initiatives. Presentation at the National Association of Colleges and Employers (NACE) Conference and Expo, Anaheim, CA.
- Hoover, M., & Williams, C.** (2015, March). Keys to career success for undergraduate and MBA students. Presentation at the Florida State University Center for Human Resource Management Meeting, Tallahassee, FL.
- Jean, R., & Schaefer, S.** (2015, June). Helping high school students reimagine their possibilities: Formulating a career counseling group. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Jones, M., Matchett, M., **Peters, A., & Scruggs, S.** (2015, October). Collaboration between student affairs and academic affairs: A global perspective. Presentation at the National Association of Student Personnel Administrators (NASPA) Region III Florida Drive-In Conference, Tampa, FL.
- Jones, M., & **Yorke, S.** (2015, October). Hold on... I'm a mentor now? Putting the mentor mindset to action. Presentation at the National Association of Student Personnel Administrators (NASPA) Region III Florida Drive-In Conference, Tampa, FL.
- Keenan, E., & Ricker, C.** (2015, January). Hunting and farming the faculty and alumni partners: Building effective relationships. Presentation at Intern Bridge 2015 Online Conference.



- Kennelly, E. L., Zaideman, K., Nassar-McMillan, S., & Lenz, J. G.** (2015, June). Training and supervision for the next generation of career counselors. Presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Kronholz, J. F., Pawley, E. K., & Hou, P. C.** (2015, June). Celebrating success through creative career counseling. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Martinez, V., & Morris, R.** (2015, December). Major vs. industry: Comparing targeted career counseling models. Master class session at the Southern Association of Colleges and Employers (SoACE) Regional Conference, Austin, TX.
- Martinez, V., Morris, R., & Rutledge, K.** (2015, January). Professional real talk: Navigating individual identities within the workplace. Presentation at the FSU Multicultural Leadership Summit, Tallahassee, FL.
- Moore, K. D., Ricker, C., & Rutledge, K.** (2015, February). How much for the American dream. Presentation at the John C. Dalton Institute on College Student Values, Tallahassee, FL.
- Osborn, D.** (2015, June). Creative connections: Exploring tomorrowland's technology today. Keynote presentation at Tennessee Career Development Association Annual Conference, Tennessee Career Development Association, Nashville, TN.
- Osborn, D.** (2015, March). Conceptualizing how the Internet of things can enhance the career development of people. Keynote presentation at NCDA Career Practitioner Institute, National Career Development Association, Albuquerque, NM.
- Osborn, D. S., & Venable, M.** (2015, July). 50 mobile hacks career counselors need right now!. Presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Penland, M., & **Barringer, C.** (2015, March). A campus-wide collaboration: Increasing employability through international experience and reflection. Presentation at the Forum on Education Abroad Annual Conference, New Orleans, LA.
- Reardon, R. C., & McClain, M. C.** (2015, June). Using Holland codes for 2022 labor market projections: Putting new information into an old theory. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Reardon, R. C., Peterson, G. P., & Leierer, S.** (2015, June). Examining the career decision state: Learn about a quick, new, and free tool to measure readiness. Roundtable presentation at the National Career Development Association (NCDA) Annual Conference, Denver, CO.
- Rutledge, K.** (2015, February). It's time to get it together: Articulating the Greek experience to employers. Presentation at the Southeastern Interfraternity Annual Conference, Atlanta, GA.
- Rutledge, K.** (2015, June). Reflective practitioner development & the future of career services. Presentation at the Florida Association of Colleges and Employers (FloridaACE) Annual Conference, St. Augustine, FL.
- Sampson, J. P.** (2015, June). Why return on investment (ROI) matters. In Lynne Bezanson, Sareena Hopkins, & Brianna Harrington (Chair), 2015 Symposium on Building the Talent Pipeline. Symposium conducted at the meeting of International Centre for Career Development and Public Policy, Des Moines, IA.
- Sampson, J. P.** (2015, April). Maximizing Success in Employment Facilitation in Singapore. Delivered at Institute for Adult Learning, Singapore.
- Sampson, J. P., Jr., Lenz, J., Peterson, G., Dozier, C., & Hayden, S. C. W.** (2015, March). Career and mental health counseling: Integrating theory, research, and practice. Presentation at the American Counseling Association Conference, Orlando, FL.
- Selznick, B., Simpkins, W., & **Dozier, V.** (2015, March). Understanding and measuring undergraduate career development: A theory-to-practice conversation. Presentation at Navigating with Courage, NASPA, New Orleans, LA.
- Williams, C.** (2015, June). Professional development: The next frontier. Presentation at the Florida Association of Colleges and Employers (FloridaACE) Annual Conference, St. Augustine, FL.
- Williams, C.** (2015, November). Professional development: The next frontier. Webinar presentation for the Southern Association of Colleges and Employers (SoACE) Fall 2015 Spotlight.

# VISITORS

**University of Florida Career Resource Center staff** visited The Career Center in March to tour the facility and discuss best practices as they begin a renovation and expansion of the center.

**Tulsa Community College employees** Eunice Tarver, Director of Student Development, Tracy Ballinger, Director of Student Development at the Southeast Campus, and Thesha Zeigler, Career Services Assessment Specialist at the Metro Campus, visited The Career Center in May to learn about programs and services offered in the hopes of implementing structural changes in their career services.

**The Yelp! Campus Recruiter** visited The Career Center in January and November to discuss branding on campus and creating opportunities to interact with students and faculty.

**Vitamin Shoppe's Regional Human Resources Manager and the Director of Field Human Resources** visited The Career Center to discuss their full-time hiring needs.

**Matthew Taylor, FSU Foundation**, visited The Career Center to discuss ways to partner and increase employer development.

**Koç University's English Language Camps Recruiter from Turkey** visited The Career Center to discuss ways to recruit students for their program and build brand awareness.

**A University of Virginia - College of Business Recruiter** visited The Career Center in December to discuss recruitment opportunities.

**PATLive/Tresta Recruiters** visited The Career Center in May to continue building the partnership between the university and the organization and to learn new ways to connect with FSU students.

**Lion Bridge Technologies** visited The Career Center and discussed recruitment opportunities, both virtual and on campus, with staff.

**Speedway LLC Recruiters** visited The Career Center in August and met with staff to discuss hiring needs and branding opportunities at FSU.

**The Nielsen Campus Recruiter** met with Career Center staff in August to discuss their career fair week events and ways they can better recruit at FSU.

**Henry Nsubuga**, a Manager at Makerere University, Uganda, shadowed Career Center staff for nearly three months.

Guidance Counselors, Paul Soud and Katie Randa-McCray of the **Bolles School**, met with Career Center staff and toured the facility.

**Scott Minos, Senior Policy and Communications Specialist with the U.S. Department of Energy**, visited The Career Center to discuss ways for sharing federal internship and full-time opportunities with FSU students.

**Dr. Adrienne Stephenson, Director of Office of Graduate Fellowships and Awards for the Graduate School**, toured the facility to gain an overview of The Career Center and its resources in November.



Darren Brooks, Deputy Secretary for Workforce Operations with the **Florida Department of Management Services**, visited The Career Center.

Brent Shore, Internship and Recruitment Coordinator, and Darryll Dockstader, Manager for the Research Center with the **Florida Department of Transportation**, visited The Career Center.

**Gabor Insurance's** Internship Coordinator Keith Cottrell and Managing Partner Aaron Cheesman visited The Career Center to develop and launch an inaugural internship program.

**Southwestern Advantage** District Sales Manager Michael Yandre and Global Director of Campus Relations Ralph Brigham visited The Career Center to discuss hiring needs and the 2016 recruiting campaign. Career Center staff coordinated a networking coffee for all staff to field specific questions regarding the sales internship program, as well as network with current FSU students and sales program alumni.

**The Washington Center** visited Florida State University in January. Information sessions were hosted for Career Center staff and academic internship coordinators from across campus and two information sessions were also held for students.

**Disney** recruiter Kathy Harter visited The Career Center in May to discuss their accounting and finance program hiring needs.



**Jacqueline Hurst, Dream Careers** Educator Relations Manager and Internship Program Advisor, hosted a lunch and learn for all academic internship coordinators and Career Center staff to learn about the Dream Careers internship program located in seven domestic cities. Staff coordinated meetings with campus constituents, including faculty, staff, and student organization leadership and hosted representatives from Dream Careers during drop-in hours within the College of Human Sciences to provide industry specific information, résumé critiques, and other career development services to students.

**CareerSource Capital Region** visited The Career Center and discussed recruiting initiatives and partnerships in the local area during a Career Center in-service meeting.

**Weichert/H2 Group, TQL, Gartner, State Farm, Waffle House, Liberty Mutual, and AFLAC** visited The Career Center for lunch and learn events with faculty and staff.

**Waddell & Reed and ESPN** visited The Career Center for breakfast networking events with faculty and staff.

**ESPN National Recruiter** David Bearman visited The Career Center in February to discuss hiring needs and branding on the FSU campus.

**City Furniture** Manager of College Relations Dannon Monroe visited The Career Center to discuss building a talent pipeline for their internship and full-time hiring programs.

**The CIA Southeast Regional Recruiter** visited The Career Center in January to create an on-campus recruiting program for their internship and full-time hiring needs.

**JPMorgan Chase** Executive Director Liquidity and Account Services Architecture Lead visited The Career Center to learn more about on-campus recruiting initiatives and branding.

**Gartner** Vice President Patrick Fisher visited The Career Center to continue building the partnership between Gartner and FSU.

John Shockley, CDR, USN (Ret) and **USAA Military Affairs Representative**, visited The Career Center in October to discuss ways to facilitate more campus involvement from USAA recruitment representatives, specifically for student veteran recruitment.

Admissions representatives from eight of 12 **Florida law schools** visited The Career Center for a Florida Experience Panel and answered questions about applying to law schools within the state.

Five staff members from the **Institute for Adult Learning Singapore** visited The Career Center to learn more about CIP theory and the delivery of differentiated career services.

## Visited

In February, the College of Communication & Information Career Liaison and the College of Human Sciences Career Liaison visited the **Walt Disney Imagineering team**. During their visit, they met with MK Haley and her Imagineering team to discuss how The Career Center can further assist with the recruitment efforts of FSU students for their various internship opportunities. MK Haley is not only an Imagineer, but she also serves as one of FSU's Entrepreneurs-in-Residence.

The Senior Assistant Director for Employer Relations and the Program Director for Experiential Learning attended the **Engineers Week Banquet**, interacting with more than 250 engineers from 35 local engineering firms to promote Engineering Day and ProfessoNole.

During the National Association of Colleges & Employers Conference, the Program Director for Employer Relations and the Program Director for Experiential Learning accepted invitations and attended employer receptions for **Aramark, Enterprise Rent-A-Car, First Investors, and Koru**.

Career Center staff were invited to the **Southwestern Advantage Sales Training and Management School** in May in Nashville to observe the sales and management training that all university students receive prior to their summer work. Career Center staff met with company executives to gain a full perspective on Southwestern Advantage and its sister companies and attended the "President's Club" awards dinner.

During the April **Big Bend SHRM membership meeting**, the Program Director for Experiential Learning

Tracey Dowling, along with Career Center colleagues Leslie Mille, Heather Scarboro, and Calvin Williams, spoke to a full house over lunch inviting local employers to advertise any part-time, internship, and full-time opportunities through The Career Center. Volunteering as a ProfessoNole to mentor an FSU student was also emphasized.

Melissa Forges, Assistant Director for Employer Relations, and Victor Martinez, College of Human Sciences Career Liaison, participated in the **Marine Corps Educators Workshop** in Quantico, Virginia.

College of Social Sciences & Public Policy Career Liaison Charlie Ricker attended a two-day conference hosted by **The Washington Center** (an internship service provider) in Washington, D.C. During the institute, the Career Liaison learned more about The Washington Center, met with employers partnered with The Washington Center, and discussed best practices with other representatives from around the country.



# 2016 GOALS AND PRIORITIES

## Strategic Priorities

- Promote students' career preparedness through career advising, counseling, programming, and instruction.
- Provide and expand experiential learning opportunities for students.
- Create collaboration between The Career Center, division, academic colleges, University, and community organizations to support students' career success.
- Increase employment and graduate and professional school opportunities for students.
- Provide opportunities to enhance students' employability skills and professional development.
- Provide accountability for career services and student outcomes.
- Contribute to the career development profession worldwide.
- Continue to offer the 'Nole to ProfessioNole' professional development series both in academic units served by Career Liaisons and in the Dunlap Success Center to increase students' employability skills.
- Implement a marketing plan for The Career Center to further expand our branding initiative with marketing materials directed at FSU students.
- Research different technology platforms supporting career fair apps to be used for identifying employers at career fairs.
- Clearly define the distance learning student population and programs and services offered to those students.
- Develop a structured job shadow program with defined roles, policies, and procedures for The Career Center, employers, and students.
- Plan/host the 2016 Society for Vocational Psychology Conference.

## University-Wide Programs

- Disseminate the results of the Graduating Senior Survey and six month follow-up survey, and the Master's Destination Survey to University and employer constituents through The Career Center website, Annual Report, Deans' Briefs, and the Advisory Board in consultation with Institutional Research.
- Continue to increase ProfessioNole volunteers through on-campus interviewing, career fairs, parents' orientations, Alumni Association mailings, and LinkedIn while creating a marketing plan to increase student usage.
- Continue to market 'Why Recruit at FSU?' to increase our on-campus recruiting presence with local, regional, and national employers.
- Continue to partner with CareerSource, Tallahassee Chamber of Commerce, other Chambers of Commerce, and SHRM to increase internship and employment opportunities for students and alumni.
- Increase employer, faculty, and student participation in the Employer-in-Residence program, designed for employers to provide students with professional advice.
- Utilize and expand the Student Ambassador activities to support and market a wide array of Career Center programs and services while providing leadership opportunities for students.
- Identify additional opportunities to promote Career Center programs and services to distance learning and Panama City campus students.
- Co-coordinate university-wide Pre-Law advising by identifying and training Pre-Law advisors, providing web and print information resources and advice for Pre-Law students, and providing information to new FSU students through orientation and preview sessions.
- Collaborate with pre-health advising to integrate career resources into the Pre-Med Handbook.
- Continue to develop joint programming and information resources with Undergraduate Studies and Advising First.
- Host a fall kick-off open house for all colleges/ departments and special populations to provide Career Center information and resources.
- Redefine the embedded Career Liaisons' role responsibilities, providing specific guidelines and strategies for increasing internship numbers and employability skills training based on Annual Report data and faculty/student feedback.

## Technology Related

- Implement an iPad system for tracking and assessing student engagement in Career Center resources, events, and workshops.
- Institutionalize The Career Center brand through a consistent look and feel of marketing materials directed at FSU students.
- Evaluate client preference for receiving promotional and informational materials in electronic vs. printed format (e.g., focus group, survey, etc.).
- Explore and identify solutions to ensure consistency and integrity of data exchange between the FSU Registrar, FSU Information Technology Services, and Symplicity.
- Identify and secure funding for upgrading and/or replacing SnapStream to provide videotaping capability of counseling and supervision appointments.
- Recruit, select, supervise, and provide development opportunities to new and current staff within the organization.
- Select, train, supervise, and evaluate student employees and graduate students.
- Stay well-informed about the array of career-based technological applications that are in current use.
- Continue to seek advice from legal counsel about particular areas of the law, including but not limited to affirmative action regulations and law regarding special programs for special student populations, and inform all staff about any changing legal obligations and potential liabilities.
- Obtain and implement recommendations from the diversity and inclusion task force on ways to develop Career Center programs and services that support diversity and inclusion.

## Career Center Funding and Staffing Related

- Market sponsorship and partnership opportunities to employers and continue to develop proposals with the Foundation for potential donors.
- Continue to identify funding opportunities for externships via partnerships with alumni.
- Continue to be proactive in attracting and retaining a diverse staff.
- Continue to identify ways to increase salaries for staff to be commensurate with similar positions within the institution and with peer institutions.
- Continue training staff in legal, confidential, and ethical issues related to career services.

## Reporting and Evaluation Related

- Provide employer feedback and recruiting trends to the University community via Advisory Board and Deans' Briefs.
- Develop and execute learning outcomes for the 'Nole to Professionole' workshop series to facilitate support from and a stronger connection to Academic Affairs.
- Analyze/explore options for streamlining workshop requests and delivery.
- Further explore opportunities for Student Ambassadors to participate in focus groups and assessment/evaluations.
- Use evaluation results in revising and improving programs and services and in recognizing staff performance.





# PLACEMENT PARTNERS

## Gold Level



## Garnet Level

American Traveler  
 Amica Mutual Insurance Company  
 Applied Concepts  
 Auto-Owners Insurance  
 Bluegreen Vacations  
 City Furniture  
 Cummins, Inc.  
 Deutsche Bank  
 E&J Gallo Winery

Ferguson Enterprises, Inc.  
 Gartner, Inc.  
 Grant Thornton  
 Insight Global, Inc.  
 Lanigan & Associates P.C.  
 Otis Elevator Company  
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