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The
Career Center
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Mission Statement

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

Agenda

Introduction Myrna gave the welcome along with a brief history of Advisory Board.

- **Committee Members**

Members introduced themselves and gave general comments/feedback:

- Students need to commit to their employment offer. As opposed to “not showing up,” they need to reach out and decline the offer in a professional manner.
- We don’t hear students say “This is what I want”. They say “this is what I can do”
- Would like to know more about how to keep new hires from leaving/retaining talent.
- FSU students come in strong and are well-prepared.
- Would like us to stress to students that relocating/moving is part of the job search picture.
- Would like to see students have broader business skills.
- Embrace internship programs.
- Getting students to understand what specific companies do (ex: American Traveler).
- Companies would like to expand their brand with university/increase brand awareness
- Want students to have skills in “strong/tough” communication topics.
- Want students with more Excel skills and other software platforms. Would like to see more IT courses offered.
- FSU students have confidence.
- Interns need more communication skills. Some are not very motivated and have to be trained/hands on.
- Students need more development in soft skills and case study interview skills.
- Would like students to receive more coaching on how to negotiate multiple interviews, job offers, etc.
- Students do not have an understanding what consulting is.
- It is challenging to get diversity/students from all backgrounds and would like to learn more about and improve their diversity in recruiting
- Want to improve internship program within company with an educational component.
- FSU students are great leaders. They continue to look for these types of students.
- Fewer students are looking for full time positions.
- Want to increase our exposure in classrooms and with student organizations and get faculty on board with embracing employers.
- Struggle with insurance days being in Feb/Mar. because recruiting is mainly done in fall.
- The Career Center has a great team.

- As a company, we want to help our students do better job of articulating their student employment experience/duties.
- Want students to pursue the path that THEY want as opposed to what parents want.
- Want students to think about what motivates them. Look at different disciplines.
- Encourage students to do EL experience.
- Extremely happy with FSU outcome.
- They love to see freshman/sophomores visiting the Career Center or Career Center events early in their academic career. It shows maturity.

Myrna summarized the key takeaways from Board feedback/comments on what work we still need to do:

- Development of soft skills and critical thinking, as well as emotional intelligence and how to have those tough conversations.
- Technical skills are needed, as well as adaptability and resiliency.
- Encourage students to be forward-thinking and to inspire curiosity so that students learn how to find the answers to their questions.
- Branding, and how to help students understand the different roles that may be available within a company
- More opportunities to get into the classroom.

Handouts & Review of Agenda

- | | |
|----------------------------|------------------------|
| • List of Board Members | • Universum Report |
| • Organizational Chart | • Employer Handbook |
| • Annual Report | • Fundraising Brochure |
| • Graduating Senior Survey | • Fast Fact Sheet |
| • Resume Handout | • Survey |

Myrna drew attention to the Fundraising Brochure to announce that prices for interview rooms have increased from \$15,000 to \$30,000 and suites increased from \$50,000 to \$100,000. However, Myrna said the previous price would be available to Advisory Board member organizations through the end of Summer 2017.

Staffing Updates

University

- Vice-President Student Affairs, Dr. Amy Hecht

Career Center

- Assistant Director, Experiential Learning/Career Liaison, College of Human Sciences – Michon Ashmore
- Assistant Director, Experiential Learning/Career Liaison, College of Arts & Sciences (English, History, Humanities, Modern Languages, Philosophy, and Religion) – Jackie Belle



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- Assistant Director, Experiential Learning/Career Liaison, College of Communication and Information – Kate Herron (new)
- Assistant Director, Experiential Learning/Career Liaison, College of Criminology & Criminal Justice/FSU Pre-Law Advising Program Co-Coordinator – Joshua Morgan
- Assistant Director, Career Advising and Counseling/Career Liaison to the Graduate School – Leah Sibbitt (new)
- Publications & Promotions Coordinator – Kelli Gemmer
- Program Assistant, Experiential Learning – Michelle Futo (retirement)

- Senior Assistant Director, Outreach & Assessment – Karen Hill (new)
- Assistant Director, Employer Relations/Mock Interview Program – Christine Martin
- Program Director, Instruction, Research, and Evaluation – Casey Dozier (retirement)

Open Positions

- Program Director, Career Advising and Counseling – TBA
- Senior Assistant Director, Employer Relations/Career Liaison, College of Business – TBA
- Assistant Director, Career Advising and Counseling – TBA
- Assistant Director, Garnet & Gold Scholar Society - TBA
- Instructional Specialist – TBA (new)

New Positions/Line Upgrades Requested

- Assistant Director, Employer Relations/Career Liaison College of Business
- Assistant Director/Career Liaison FSU Panama City
- Assistant Director, Employer Relations/Career Events to Assistant Director, Employer Relations/Career Events and Career Liaison CARE

Discussion Topics

Career Center Reports

1. Career Advising & Counseling/Tech Center - Casey Dozier
 - Educational Advisory Board includes career information. Compare to O-NET. Found a great deal of inconsistency with Burning Glass. Now data is all from O-NET.
 - 20,000 students were served in Career Center last year.
 - There is concern university-wide regarding the rise of mental health issues.

- SDS 3340 Introduction to Career Development class is focusing on critical thinking. We are looking at how the SDS class is affecting critical thinking skills and how to help students increase that skill.
 - Tech Center: The Career Center hosted the Society for Vocational Psychology (SVP) conference last year.
2. Experiential Learning - Tracey Dowling
- The embedded Career Liaison model has expanded. Now, there are only six Colleges without an embedded Career Liaison: Law, Medicine, Motion Picture Arts, Social Work, Nursing and Applied Studies (Panama City). However, each of these Colleges have an assigned, dedicated liaison from the Career Center. If employers are aiming to increase awareness of an internship opportunity, simply reach out to the [Career Liaison for that student population](#).
 - Additional Ways to Build Your Brand with FSU Students
 1. [FSUshadow Program](#) – 1 day matched job shadow program.
 - Excited to have all Advisory Board Member Organizations participate as a FSUshadow Host this semester: Winter Break 2017: December 18, 19, 20 or 21. Contact cc-FSUshadow@fsu.edu for more information!
 2. [Internship Fund](#) – Currently has \$50k+.
 - Goal is to eliminate some financial barriers to students in pursuit of experiential learning opportunities, whether paid or unpaid, enabling our students to explore their career interests, explore an industry, gain new skills and experience the world of work. Contact tdowling@fsu.edu for more information.
 3. Resume Café – Monday, September 25, 2017 (Monday before Engineering Day and Seminole Futures)
 - Just-in-time resume critique opportunity for all students during Career Fair Week. Contact cc-gain-experience@fsu.edu to participate.
 4. [ProfessioNole Mentorship Program](#)
 - The ProfessioNole Mentor Program offers students the chance to reach out to professional throughout the community, country and world to earn more about their field, industry demands, career expectations, job outlook and employment opportunities. Contact lkume@fsu.edu to engage your FSU Alumni employees.
3. Employer Relations - Calvin Williams
- Calvin asked who has had a consulting visit with someone from the Career Center. ER will listen to you to help you meet your needs.
 - Moving to Handshake. If you had a Symplicity account, instructions have been sent on how to transition to Handshake.
 - Will roll out a career fairs app in fall. Start thinking on what marketing you want to include on the app. What you input into Handshake this info will be transitioned also into the career fairs app.
 - Creating a consulting video for Career Center to share with employers.
 - Strengthening the relationship with the FSU Foundation. When they go to on development/fundraising visits, they Career Center may have an opportunity to connect with employers.



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- Let Calvin know of things to improve Garnet/Gold Partner Program.
 - If you are interested in getting in the classroom, let Calvin know. Calvin can help to get you in front of College of Business classes in particular.
4. Outreach, Assessment, Marketing, and Technology - Leslie Mille
- Added a new position for Outreach and Assessment.
 - Working on increased outreach to first-year students. We are giving a 5-minute presentation to students in the required English classes on why they should visit the Career Center during first year.
 - We have a strong Career Center presence on numerous social media platforms. We also have video showcasing Career Center. The Career Center is now included in the spotlight FSU welcome video that is viewed at orientation.
 - Launching a Career Center app for iOS and Android this summer.
 - Seminole success stories feature students in internships, mock interview, part-time/full-time positions
 - #nolesatwork promotes positive work that students are doing in their part-time jobs and internships

Feedback

Career Center & Student Feedback

1. What do you feel the Career Center does well? What services/programs/processes can the Career Center improve to support your needs?
 - Employers want advice on how to handle the increase of parents trying to insert themselves into the hiring process. Undergraduate Studies sees this trend as well. It was recommended to have consistent response to parents.
 - Need more help getting into the classrooms and overcoming objections from the faculty. Employers can target their presentations to relate back to what is being taught in the course and tie in how what students are learning in the classroom ties back to the “real world.”
 - ***Action Item: Create a list of employer topics on which they could speak/present and have this as a menu on the Career Center website for faculty, staff, and student organizations to select.***
 - Need liaisons to continue sending information/newsletters to the PC campus.
2. What competencies do our students lack when entering the workforce?
 - Reading entire e-mail that company sends out. Attention to detail.
 - Need confidence in themselves and their work.
 - Understanding that failure is ok.
 - Lack of self-awareness, emotional intelligence.
 - Technology skills

What in or out-of-classroom experiences (besides internships) do you believe more students should participate in to prepare them to be career ready?

- Figuring out what they (students) want. That way, the student can feel like they are part of an organization and not just working for this company.
- Encourage more exploring and shadowing earlier in their college experience.

Publicity & Communication

3. What platforms/communication tools are other universities using that you have found effective in recruiting and improving students career readiness skills?
 - Grad Bash (FGCU). Similar to FSU's Ring Ceremony, but employers are able to participate
 - GroupMe – A group text messaging platform
 - Working with Chamber in getting students connected with community organizations.

Services

4. We are transitioning from Symplicity to Handshake this summer, what are your concerns/needs during this process?
5. How can we increase employer participation in job shadowing, mentoring and mock interviews?

Access & Challenges with Students

6. Are you finding the talent you need on our campus? If not, what can we do to provide you better access?
7. What programs do you have for international student recruitment?
8. What do you see as your number one area of concern recruiting/hiring students in the next year?

Advisory Board Questions

What questions do you have for us?

Survey

We are requesting that you complete the enclosed 5 question survey prior to your departure. The aggregated responses will be used for our 2017 Annual Report and Dean's Brief, and it will provide us feedback for next year's keynote speaker.

Upcoming Events

- Part-time Job Fair, **Thursday, August 31, 2017**
- Resume Café, **Monday, September 25, 2017**
- Engineering Day, **Tuesday, September 26, 2017**
- Day After Interviews (Engineering Day), **Wednesday, September 27, 2017**



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- Student Veterans Networking Night, **Wednesday, September 27, 2017**
- Seminole Futures, **Thursday, September 28, 2017**
- Day After Interviews (Seminole Futures), **Friday, September 29, 2017**

Next Advisory Board Meeting - Thursday, May 31, 2018