



2013

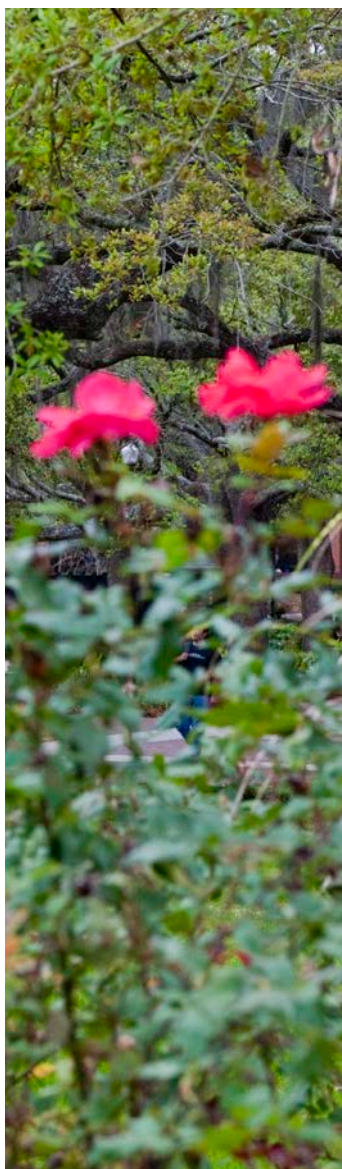
Career Center Annual Report



FLORIDA STATE
UNIVERSITY

The
Career Center
linking futures

Director's Perspective



A Year in Review

2013 was a transitional year for The Career Center as initiatives were developed to support the University's push toward preeminence. With additional state funding, the University set in place strategies to ensure that FSU students graduate from a highly ranked university and placed renewed emphasis and resources on advancing students' career readiness through the use of Career Center programs and services. To support these initiatives, The Career Center continued its commitment to excellence by delivering effective and innovative career and employability programs and services to students, alumni, and community members and developed a Strategic Plan, implementing innovative liaison goals and priorities to support students' career success.

Collaborative partnerships with **Workforce Plus** and the **Tampa Bay Technology Alliance**, and presentations at alumni-sponsored events throughout Florida, strengthened relationships with business owners, executives, FSU leaders, and Alumni Association members and developed new internship and full-time employment opportunities for FSU students. Additional programming and events were created for college/academic units. A successful **Health and Social Services career fair** was held, and workshops on employability skills were offered to students at **FSU Panama City**. Career Center staff and the **Department of Computer Science** developed a Memorandum of Understanding (MOU) that provided in-house career advising services. While quality career programs, collaboration with academic partners, and exceptional customer service to our clients were the focus throughout the year, metrics and performance indicators continued to be critical for our key stakeholders.

The Career Center, in collaboration with the Division of Student Affairs and the Provost's office, continued conducting a successful graduating **senior survey** and **follow-up survey** that resulted in a 96% and 36% response rate respectively for the 2012-2013 academic year. Through this survey, students reported their continued satisfaction in programs and services and indicated that the **number one way they found employment was through the use of Career Center services**. The Career Center also redesigned career events and on-campus recruiting evaluations in order to identify the skills employers seek in candidates and how FSU students' skills compare to those of students at other universities. This information will be used to support the importance of the Career Portfolio and the University's QEP, which focuses on "critical thinking."

The Career Center continues to use technology and social media to improve students' career preparedness and successful transition to their next destination, as well as to promote center services and programs. A Career Center **Twitter** account was created, as was an interactive guide called **"Steps to Career Success."** These tools will help students identify services and programs that meet their specific career development needs. The Career Center continued to support students' professional image by offering an opportunity for a professional photo to be taken for their personal LinkedIn account at all campus career fairs.

The Career Center hosted international and U.S. visitors from educational institutions and employers seeking to connect to FSU best practices in career services and recruitment. Career Center visitors included staff from **Australia, Singapore, and Korea** and career center staff from the University of Louisville, Virginia Tech, and the University of Central Florida. Employer visits included upper-level management of **Fortune 500** companies, including **GM, Hertz, and Dollar Tree**, as well as other local, regional, and international organizations.

Staff also contributed to the profession through **scholarly work** that included the publishing of *Employer relations and recruitment services: An essential part of postsecondary career services (monograph)* and *Career counseling with veterans (monograph)*. Staff participated in numerous presentations at professional organizations, such as the National Career Development Association, American Counseling Association, Student Affairs Administrators in Higher Education, Cooperative Education and Internship Association, and the National Academic Advising Association.

2013 was an exceptional year and 2014 holds even greater opportunities for The Career Center to help prepare students for their future.

Myrna P. Hoover



Table of Contents

Mission.....	4
Executive Summary.....	5
Core Programs.....	6
Graduating Senior Survey.....	15
Accomplishments.....	17
Partnerships.....	21
Publications and Presentations.....	27
2014 Goals and Priorities.....	30
List of Placement Partners.....	33

The Career Center's 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

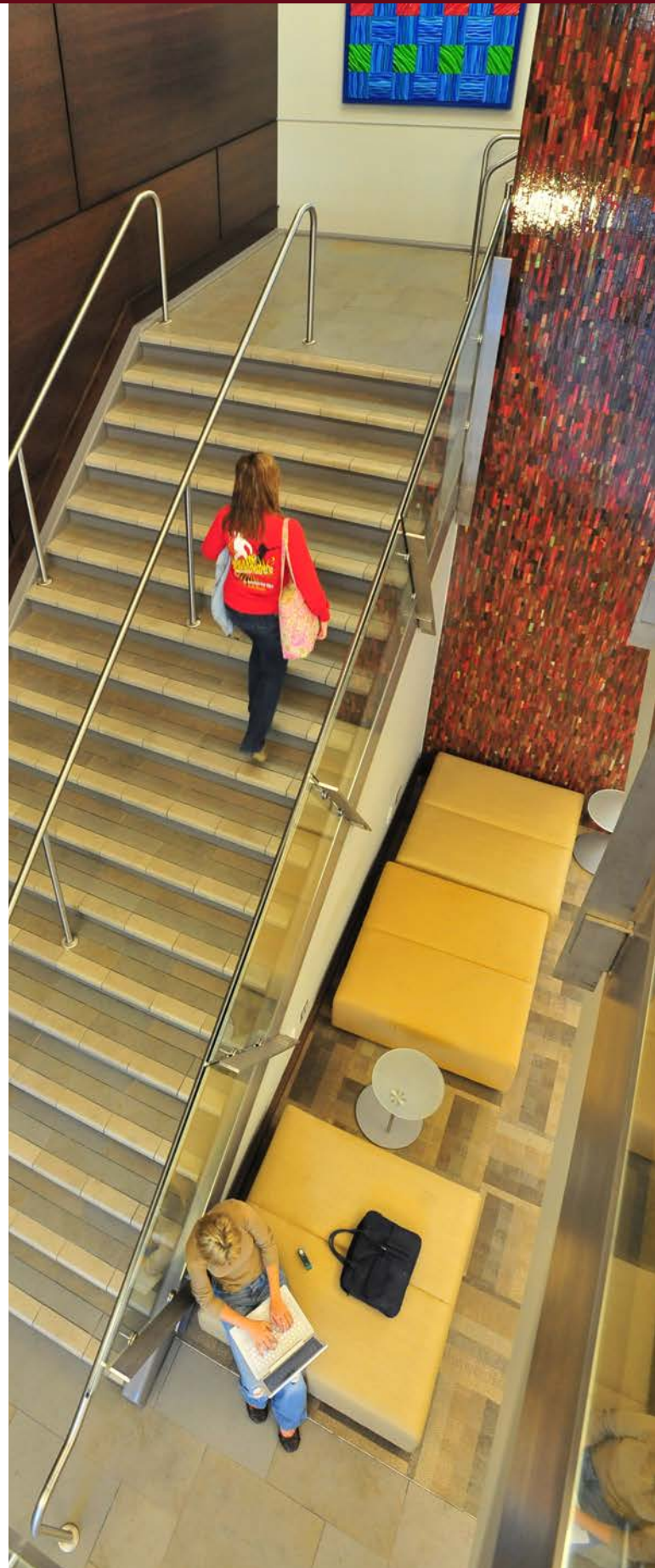
- Provide comprehensive career services
- Train career service practitioners
- Conduct life/career development research
- Disseminate information about life/career services and issues to the University community, the nation, and the world

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

Career Advising/ Counseling/ Career Library	14,487 clients
Career Outreach Programs	478 programs; 22,814 participants
Career Planning Class, SDS 3340	12 sections; 366 students
Cooperative Education, Internships, and Part-Time Jobs	1,805 student registrants; 252 self-reported; 1,868 internship, cooperative education, and volunteer opportunities listed via SeminoleLink; 2,408 Student Employment positions listed; 5,392 academic internships
Mock Interviews	461 interviews conducted
Career Fairs	16 fairs; 986 employers; 9,682 students
On-Campus Recruiting	2,403 registrants via SeminoleLink; 168 employers; 481 interview schedules; 3,121 interviews
Job Listings and Resume Referrals	7,905 job listings referred to SeminoleLink for web-based listing; 9,686 resumes via Seminole Profiles sent to employers
Career Portfolio	3,759 users
Garnet and Gold Scholar Society	85 inductees



Core Programs



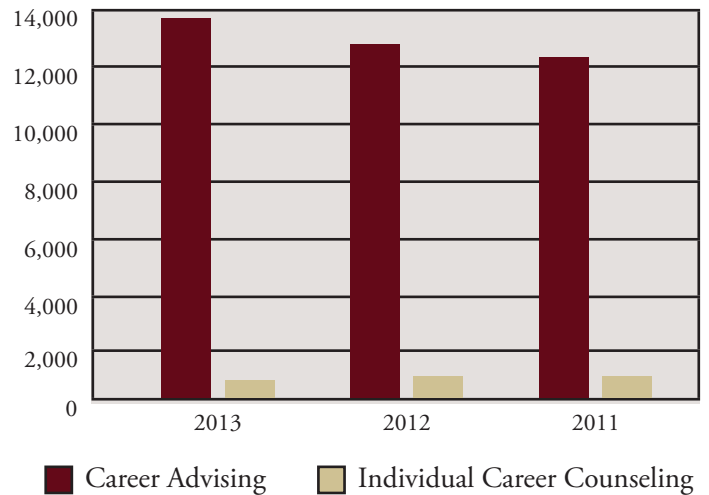
Career Advising, Counseling, and Programming

Career Advising Contacts

Visit	Spring '13	Summer '13	Fall '13	Total
Career Advising*	6,012	1,961	5,802	13,755
Individual Career Counseling (Drop-In + Other)	270	122	320	712
Total	6,282	2,083	6,122	14,487

*Includes career advising in College of Engineering, Computer Science, and additional advising conducted by Career Center staff.

Career Advising Contacts: Three-Year Comparison



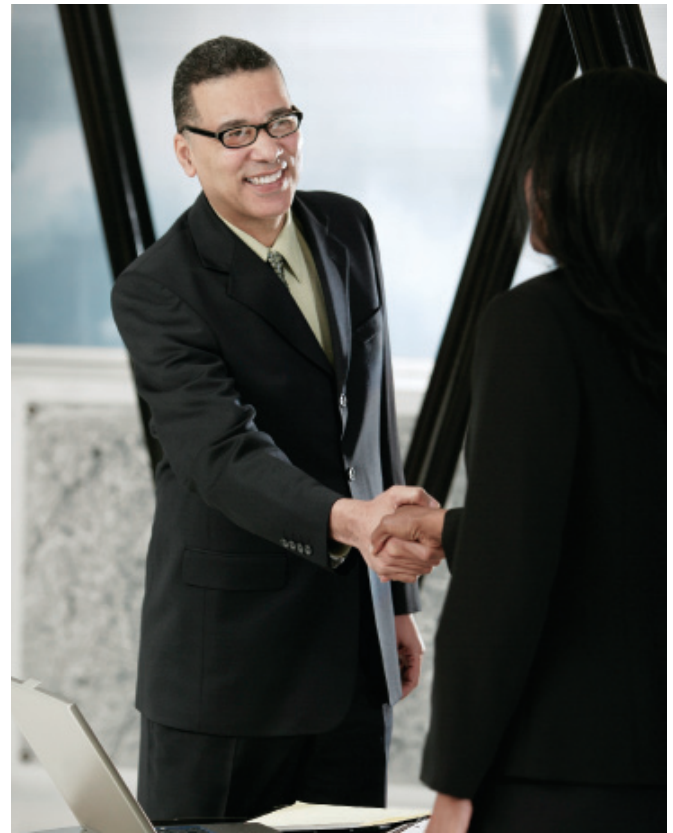
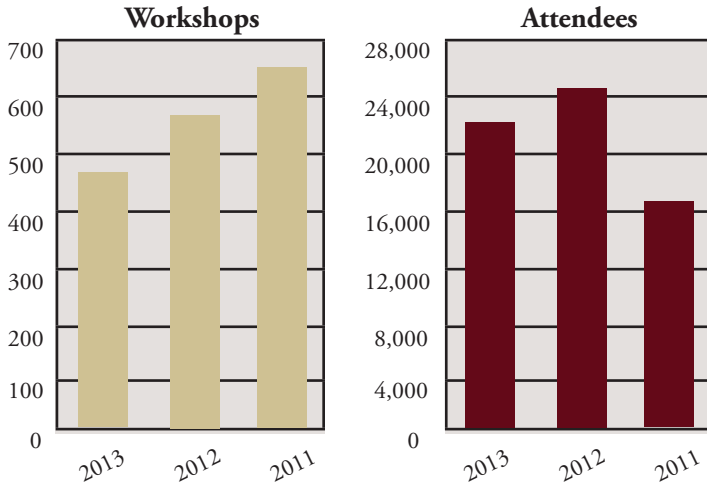
Distance Critiqued Documents

Critiqued Docs	Spring '13	Summer '13	Fall '13	Total
Resumes	14	39	36	89
Cover Letters	4	7	6	17
Personal Statements	1	3	3	7
Curriculum Vitae	5	1	2	8
Other	1	0	0	1
Total	25	50	47	122

*During 2013, The Career Center has been increasingly involved in providing critiquing services for distance students/alumni.

Career Center Outreach Presentations

Calendar Year	Number of Workshops	Attendees
2013	478	22,814
2012	572	24,303
2011	658	16,447



Career Experience Opportunities (CEO) Internships, Part-Time Jobs, Co-ops, & Mock Interviews

Engagement

January - December 2013	Spring	Summer	Fall	Total
CEO Plus Registrants in SeminoleLink	818	207	780	1,805
Co-op/Internships Self-Reported (Includes URP, CICIP, GGSS)*	68	63	121	252
Academic Internships** (Students registered for course credit)	1,881	1,627	1,884	5,392
Experiential Learning Opportunities in SeminoleLink (Internships, Co-ops, Volunteer, Summer Jobs, Externships, Fellowships)	1,049	419	400	1,868
Part-Time Job Fair Registered Employers	28	NA	37	65
Student & Community Participants	942		983	1,925
Student Employment Program (SEP) (Part-Time, Temporary, Seasonal Jobs & Paid Part-Time Internships)	1,058	713	637	2,408
Mock Interview Program (Face-to-Face, Panel, Phone, & Skype)	220	NA	241	461

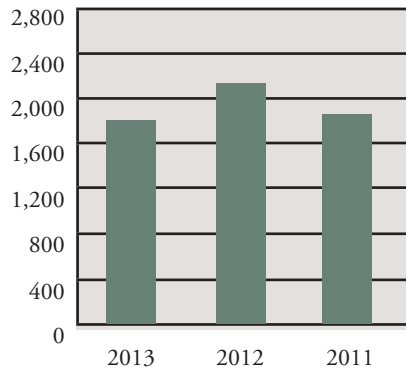
*URP (University Recognition Program); CICIP (Career Internship Certification Program); GGSS (Garnet & Gold Scholar Society)

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

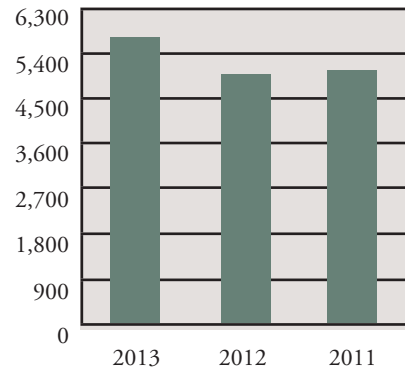
Career Experience Opportunities (CEO) Internships, Part-Time Jobs, Co-ops, & Mock Interviews

Career Experience Opportunities: Three-Year Comparison

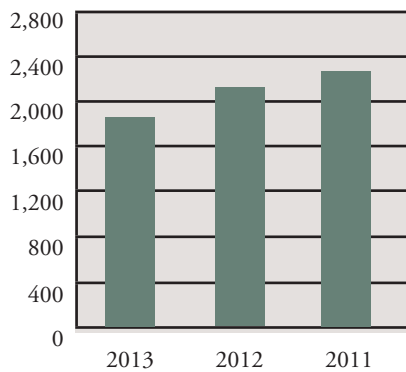
CEO *Plus* Registrants in SeminoleLink



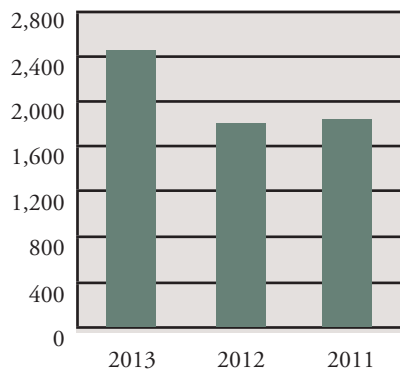
Co-op/Internships Self-Reported & Academic Internships



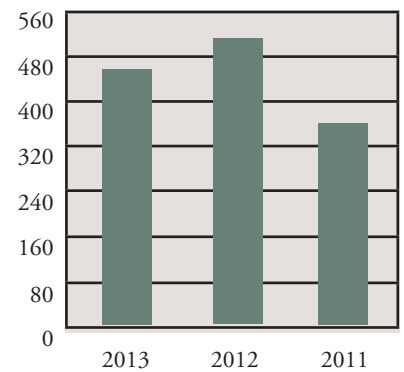
Experiential Learning Opportunities in SeminoleLink



Student Employment Program (SEP)

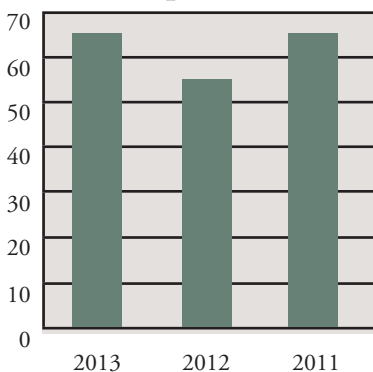


Mock Interview Program

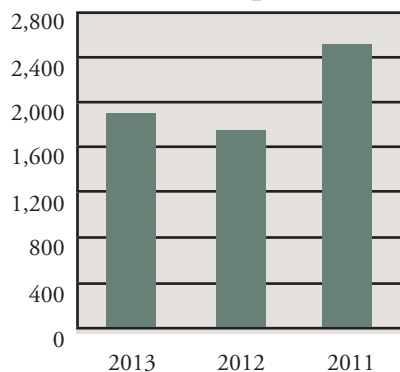


Part-Time Job Fair: Three-Year Comparison

Registered Employers



Student & Community Participants



Employer Relations & Recruitment Services (ERRS)

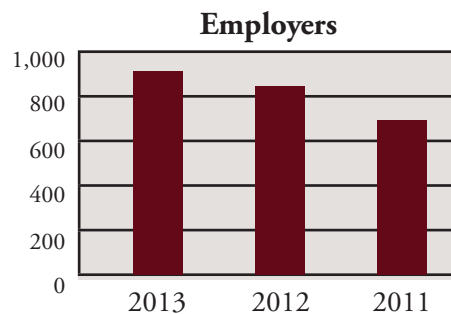
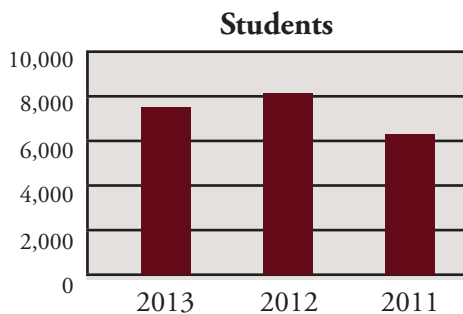


Career Fairs

<i>Event</i>	<i>Students</i>	<i>Organizations</i>
Engineering Day (Spring)	551	42
Seminole Success Night: Diversity & Leadership Event (Spring)	58	19
Seminole Futures (Spring)	1,677	116
Communication Career Day (Spring)	283	42
Health and Social Services (Spring)	127	13
Education and Library (Spring)	65	24
Tallahassee Engineers Networking Night (Spring)	83	11
SEC-ACC Virtual Career Fair (Spring)	175 (FSU)	62
Statewide Expo (Summer)	1,592	150
Engineering Day (Fall)	745	64
Veterans Networking Night (Fall)	37	24
Seminole Futures (Fall)	1,652	162
Communication Career Day (Fall)	212	42
Graduate and Professional Fair (Fall)	500	150
Total*	7,757	921

*Does not include two Part-Time Job Fairs. See Career Experience Opportunities.

Career Fair Attendance: Three-Year Comparison



Employer Relations & Recruitment Services (ERRS)

On-Campus Recruiting (OCR)

New *Plus!* Registrants:

2,403

Unique Employers:

168

Employer Visits:

314

Schedules:

481

Interviews:

3,121

Job Listings:

Symlicity/NaceLink

Full-Time Job Postings:

5,249

Total Job Postings:

7,905

Seminole Profiles:

Resume Referrals

Number of Employer Requests:

94

Number of Resumes Sent:

9,686

Credential File Service

New Registrants:

13

Credential Packages Sent:

600

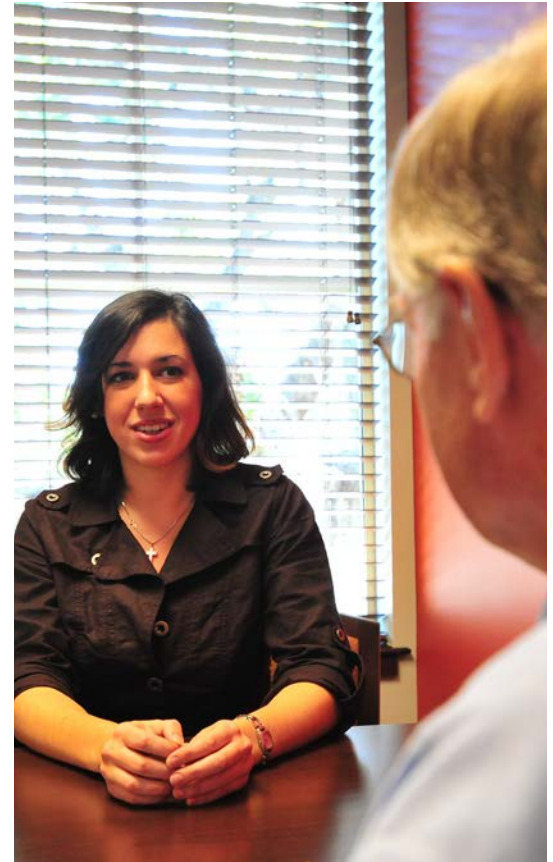
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New Volunteers:

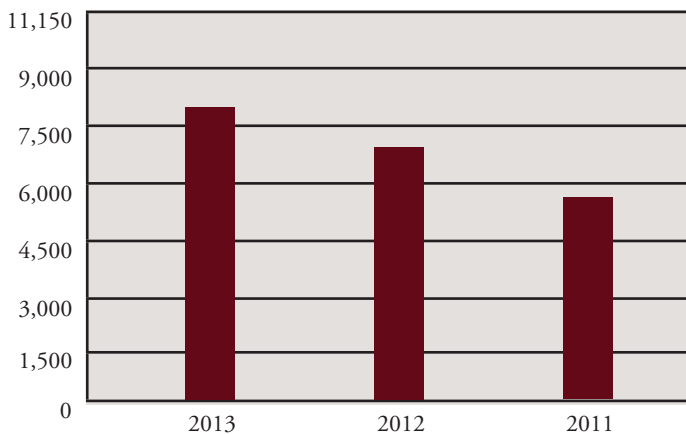
56

Total Active Volunteers:

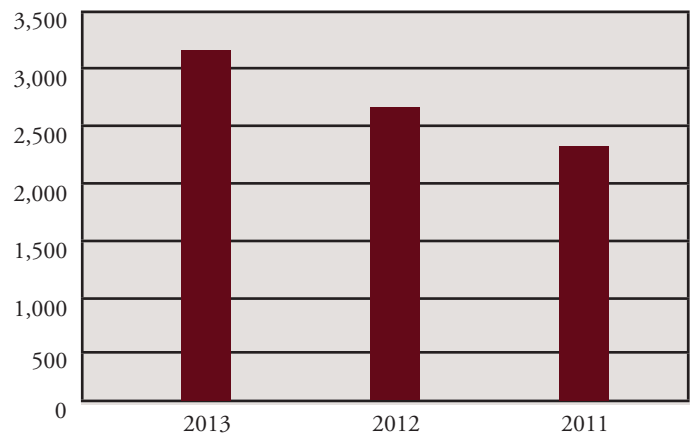
639



On-Campus Recruiting: Student Interviews



Total Job Postings: Symlicity/NaceLink



Career Portfolio Program

Unique Users

Since the Career Portfolio's inception, there have been **88,611 total unique users**, and in 2013, there were **6,649 unique users**.

FLORIDA STATE UNIVERSITY
Career Portfolio

WELCOME TO THE FSU CAREER PORTFOLIO
Chart Your Course for Success!

FSU Students, Alumni, & Garnet & Gold Scholar Society
ENTER PORTFOLIO

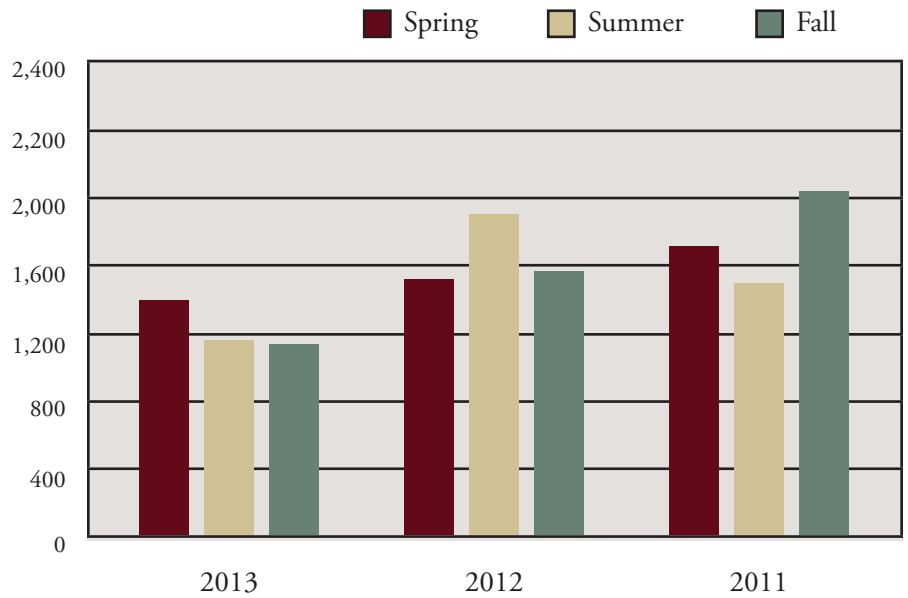
Visit the Career Portfolio [INFORMATION SITE](#)

Career Portfolio Program

New Career Portfolio Users*

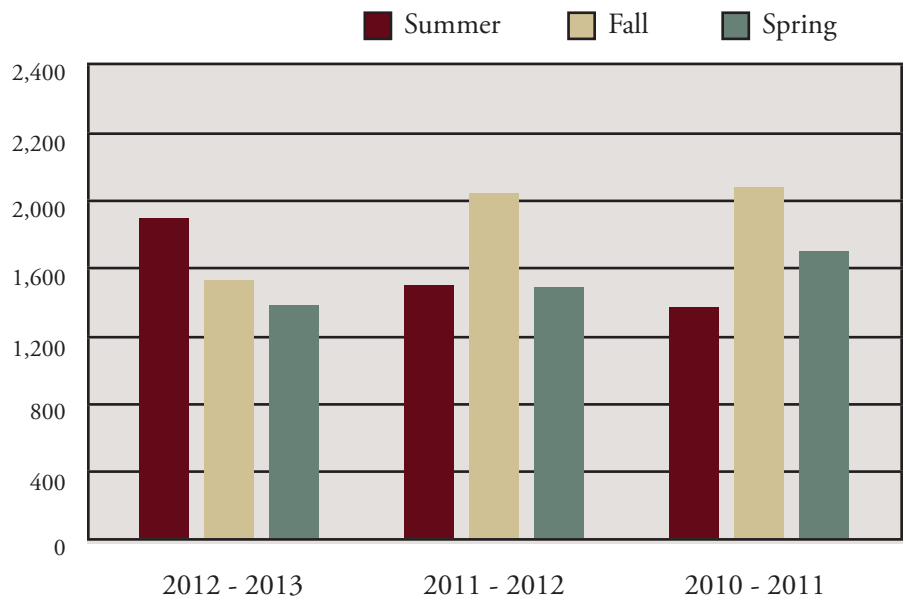
Calendar Year

	<i>Spring</i>	<i>Summer</i>	<i>Fall</i>	<i>Total</i>
2013	1,405	1,193	1,161	3,759
2012	1,531	1,917	1,574	5,022
2011	1,724	1,515	2,048	5,287



Academic Year

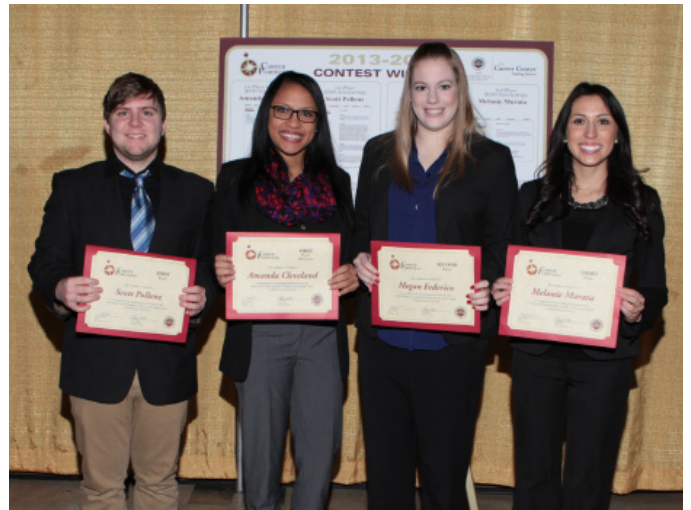
	<i>Summer</i>	<i>Fall</i>	<i>Spring</i>	<i>Total</i>
2012 - 2013	1,917	1,574	1,405	4,896
2011 - 2012	1,515	2,048	1,531	6,613
2010 - 2011	1,384	2,052	1,724	5,160



*All numbers include newly created portfolios of students and alumni.

Career Portfolio Contest

<i>Year</i>	<i># of Contest Submissions</i>	<i>Percent Increase/Decrease</i>
2013	54	20%
2012	45	56%
2011	25	-58%
2010	60	-12%
2009	68	NA

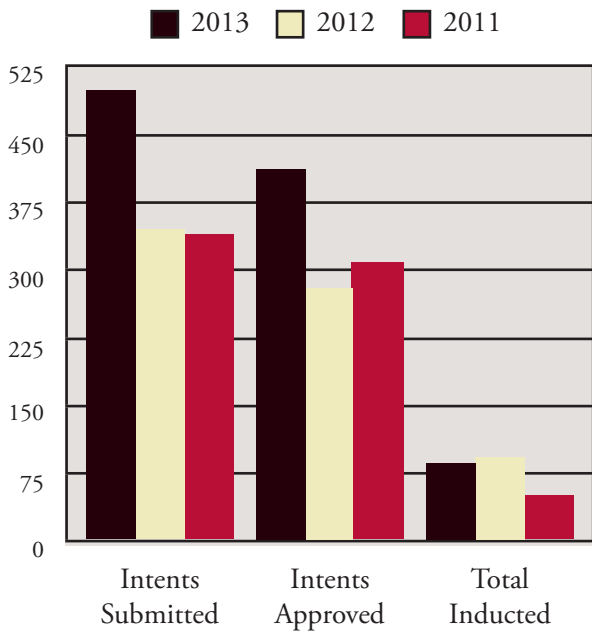


Garnet & Gold Scholar Society



Student Engagement

	2013	2012	2011	Total
Intents Submitted	449	334	331	1,114
Intents Approved	414	283	307	1,004
Total Inducted	85	89	46	220



Completions by Engagement Area

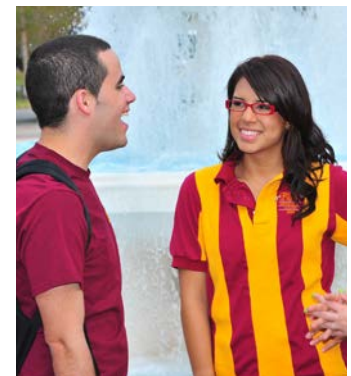
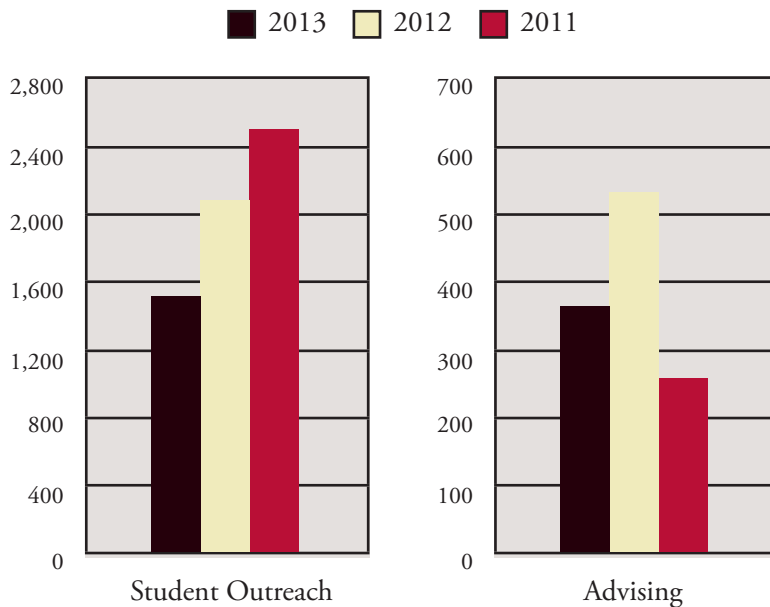
	2013	2012	2011	Total
Leadership	71	63	36	170
Internship	63	64	39	166
Service	66	76	34	176
International	32	40	17	89
Research	23	24	12	59



Promotion/Marketing

	2013	2012	2011	Total
Student Outreach*	1,541	2,081	2,520	6,142
Advising**	364	528	265	1,157

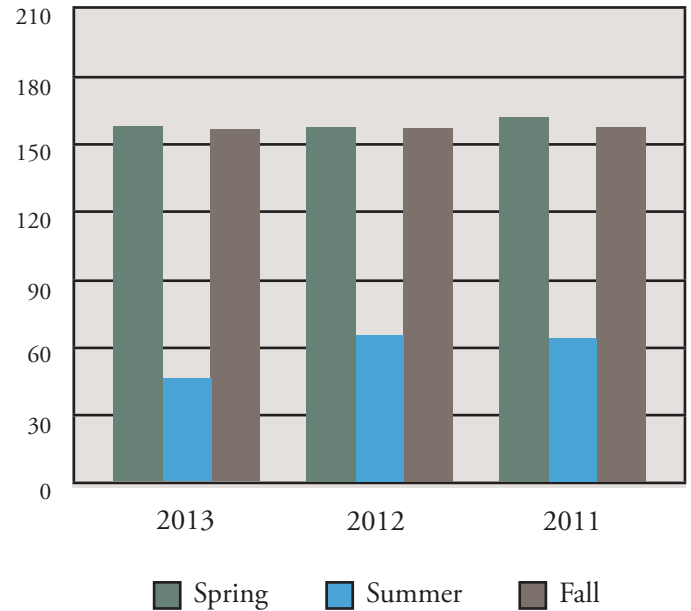
*Presentations, Tabling Events, Workshops
 **Phone, Email, Drop-In, and Appointments



SDS 3340: Introduction to Career Development

Semester Enrollments

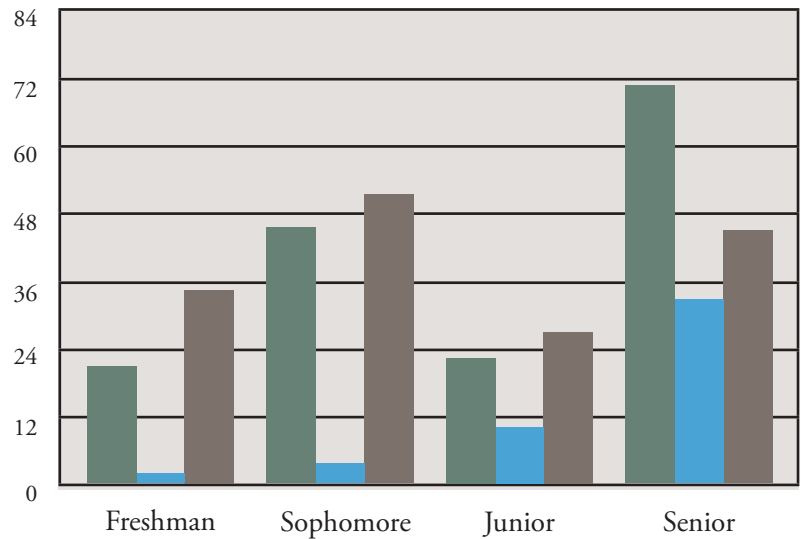
Year	Spring	Summer	Fall	Total
2013	161	47	158	366
2012	162	65	161	388
2011	168	63	162	393



Class Levels

Class Level	Spring	Summer	Fall	Total	%
Freshman	22	1	35	58	16
Sophomore	45	4	52	101	27
Junior	23	10	28	61	17
Senior	71	32	43	146	40
Semester Total	161	47	158	366	100

■ Spring 2013
 ■ Summer 2013
 ■ Fall 2013



Enrollment Levels, Fall 2005 to Summer 2013

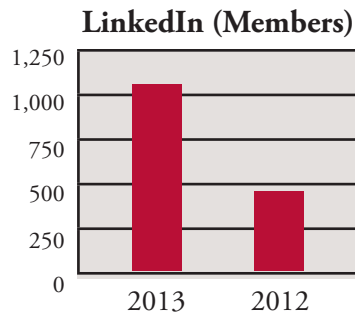
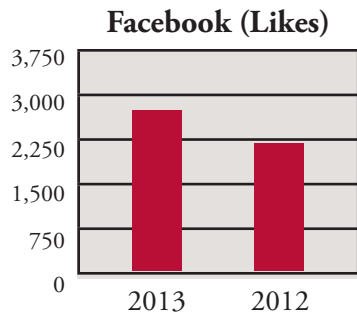
Term	05 - 06	06 - 07	07 - 08	08 - 09	09 - 10	10 - 11	11 - 12	12 - 13
Fall	132 5 sections	146 5 sections	151 5 sections	163 5 sections	165 5 sections	164 5 sections	164 5 sections	161 5 sections
Spring	148 5 sections	151 5 sections	142 5 sections	169 5 sections	165 5 sections	168 5 sections	162 5 sections	161 5 sections
Summer	53 2 sections	56 2 sections	56 2 sections	64 2 sections	66 2 sections	63 2 sections	65 2 sections	65 2 sections
Total	333 12 sections	353 12 sections	349 12 sections	396 12 sections	396 12 sections	395 12 sections	391 12 sections	387 12 sections

Marketing and Social Media Engagement

Engagement with Students and Employers

Outlets	2013	2012
Facebook (Likes)	2,752	2,248
LinkedIn (Members in Group)	1,043	448
Twitter (Follows)*	111	
Career Center Website Views (per month)	31,328	12,935
Student Newsletters <i>Reach</i>	40 newsletters; 49,995 students	38 newsletters; 40,375 students
Faculty/Staff Newsletters <i>Reach</i>	8 newsletters; 16 colleges; 14 departments	11 newsletters; 16 colleges; 13 departments

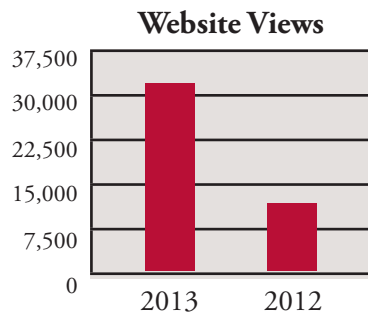
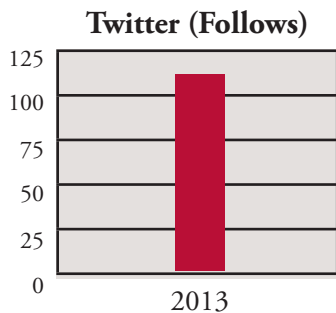
*The Career Center launched a Twitter page in October 2013 to promote services and provide updates to FSU students, alumni, employers, faculty, and staff.



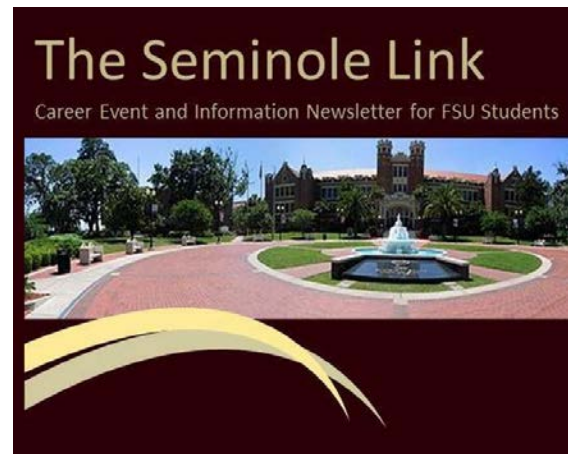
The Career Center can be found on Facebook by searching for **FSU Career Center**



The Career Center can be found on LinkedIn by searching for **Florida State University Career Center**



The Career Center can be found on Twitter by searching for **@FSUCareerCenter**



Graduating Senior Survey

General Information for All Colleges

Graduating seniors were asked to complete an online survey regarding their post-graduate plans during April 2013. 5,620 graduating seniors from both Fall 2012 and Spring 2013 completed the survey, which represents over 95% of all graduates. A brief summary of the findings follow:

FSU Experiences

	%
Participated in a student organization	62.2
Participated in community service	52.9
Employed part-time, off campus	50.4
Completed an internship, practicum, field experience, or clinical assignment	44.9
Participated in intramural sports	35.5

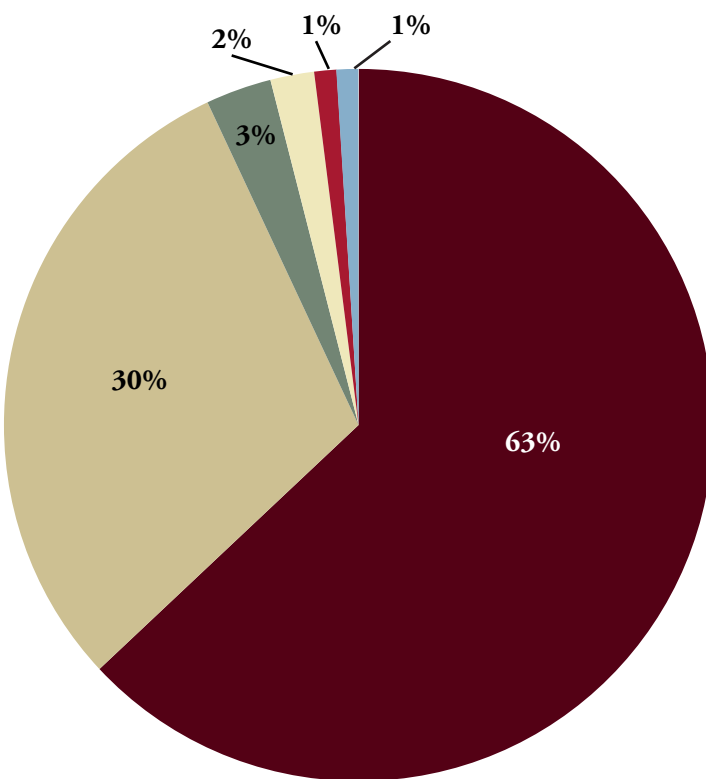
Employment Status

	%
Seeking employment	56.7
Have one or more job offers	54.8

Classification of Employed Students

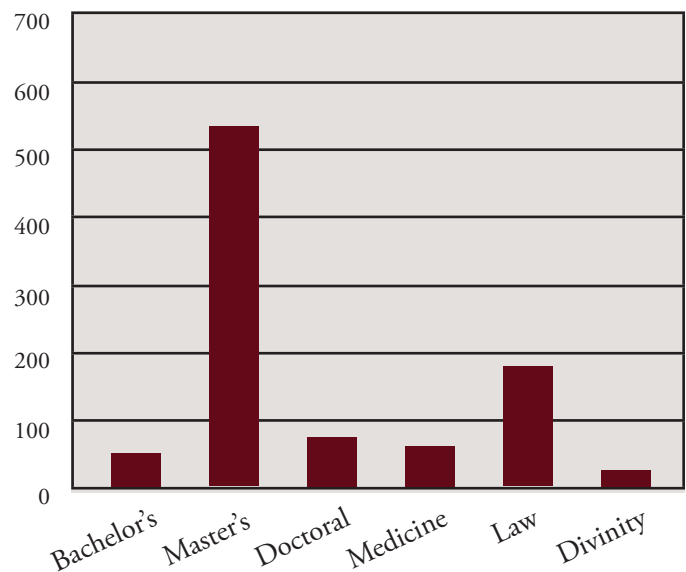
	%
Full-time employment	79.6
Employment related directly to major	69.5
Employment requires a college degree	61.5
Employed in Florida	74
Employed out of state	26
Self-employed	6.3

Primary Plans after Graduation



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

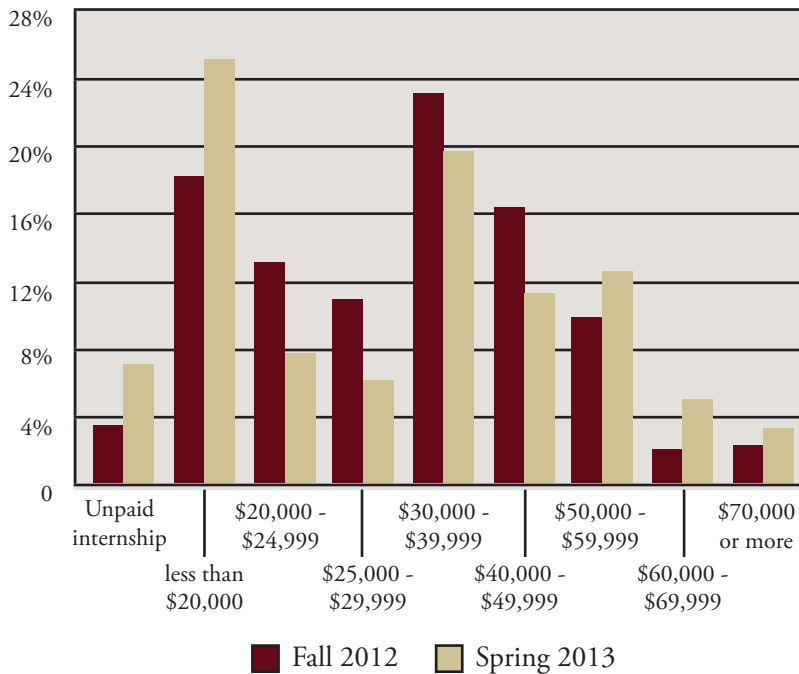
Degrees that FSU Graduates are Pursuing



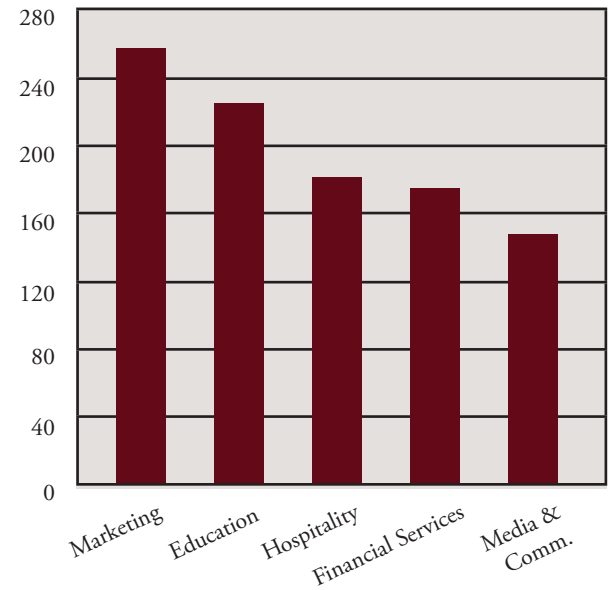
Top 5 Graduate or Professional Schools

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

Full-Time Position Salary Summary



Top 5 Employment Industries

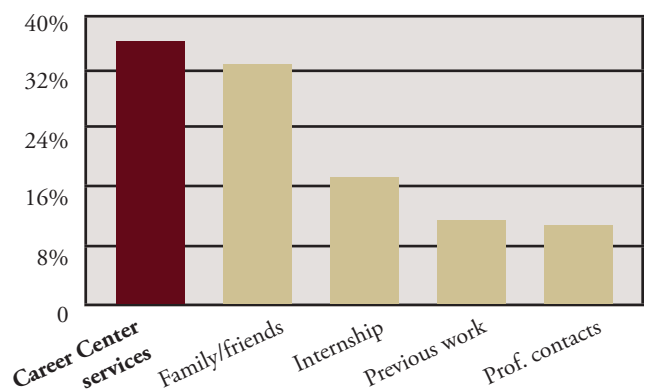


	Unpaid internship	less than \$20,000	\$20,000 - \$24,999	\$25,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 or more
Fall 2012	3.5%	18.3%	13.2%	11.3%	23.3%	16.3%	9.7%	1.9%	2.3%
Spring 2013	7.7%	25.6%	7.9%	6.4%	19.9%	11.6%	12.5%	5.1%	3.5%

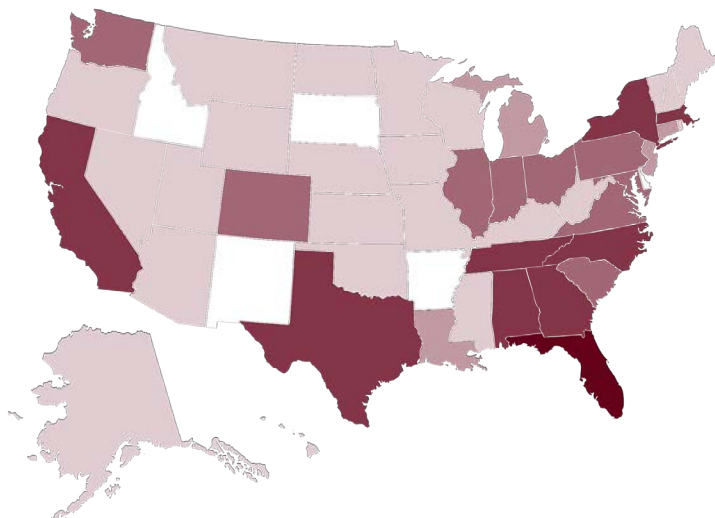
How Seniors Found Employment Opportunities %

Career Center services	36.69
Family/friends	32.92
Internship	16.5
Previous work with an employer	11.25
Professional contacts	10.29

How Seniors Found Employment Opportunities

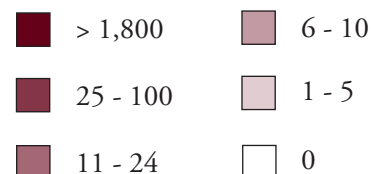


Graduate Employment and Education by State



Florida State graduates work and study all over the world, and the latest 'Noles are following suit. While over 1,800 of FSU's graduates are staying in Florida, members of the class will be living in 18 different countries and 45 states.

Number of Graduates



Accomplishments



Graduating Senior Survey

The Career Center, in conjunction with James Hunt, DSA Assessment & Research Coordinator, and Janet Kistner, Office of the Provost, successfully conducted a **graduating senior survey and a six month follow-up survey** that resulted in a 96% and 36% response rate respectively.

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.

Business Partnerships

Career Center staff participated in a **business networking event in Tampa, Florida**, where area business owners, executives and FSU leaders, and FSU Alumni Association members could learn about The Career Center, network, and find out the talent and resources FSU has to help Tampa Bay businesses grow and succeed.

Staff participated in the **College of Business AACSB accreditation briefing and review** in February 2013. Data on student engagement, destinations of graduating seniors, and career programming and services were presented to reviewers in support of effective career advising and programming for business students.

Training

Several Career Center staff attended a University-wide **Diversity and Inclusion Training** hosted by the Center for Leadership and Social Change.

Graduate Success Committee

Career Center staff participated in a **University-wide Graduate Success Committee** and seven of the nine sub-committees. These committees were charged with making recommendations to the Provost about ways to enhance the success of our graduates. “Graduate Success” is defined as advancing graduates to the next step along the career path of their choice.

Visitors

The Career Center hosted **international and U.S. visitors from educational institutions and employers** seeking to connect to FSU best practices in career services and recruitment. Career Center visitors included staff from Australia, Singapore, and Korea and career center staff from the University of Louisville, Virginia Tech, and the University of Central Florida. Employer visits included upper-level management of Fortune 500 companies, as well as local, regional, and international organizations.

Career Events

The Career Center **redesigned career events and on-campus recruiting evaluations** in order to identify the skills employers seek in candidates and how FSU students’ skills compare to those of students at other universities. This information will be used to support the University’s QEP, which focuses on “critical thinking.”

Career Center staff assisted in the development of the **Capital City Veterans Consortium**, designed to link University resources in the Tallahassee community with the needs of veterans. This process involved in-depth collaboration with the FSU Veterans Center and other universities in the Tallahassee community, such as Tallahassee Community College.

The Career Center co-sponsored the second annual **“Fast to the Future” psychology career exploration event**. This event provided students from various majors the opportunity to explore different psychology-related career areas in less than 2 hours. The event was attended by over 100 students.

Open Houses

Career Center staff held an **open house for the Center for Global Engagement**, providing an overview

of Career Center resources and programs. After discussing ideas for collaboration and programming, staff members jointly created a strategic plan for the academic year in order to strengthen the partnership and provide additional job search services for international students.

The Career Center hosted an **open house, dialogue, and tour for International Programs** staff in September 2013. This meeting provided an opportunity to share information about Career Center programs and services and discuss gaps in service delivery.

Workshops

The Career Center coordinated with Advising First during the fall and spring semesters to jointly **sponsor six Pizza and a Major workshops**. These interactive workshops provided exploratory students with high-quality, individualized assistance and an orientation to Career Center services. The purpose of the workshops was to help students select an appropriate major by exposing them to the concepts of self-exploration and self-knowledge, as well as resources for exploring majors and occupations.

Career Center staff **visited the Panama City campus** to conduct employability skills workshops and Garnet & Gold Scholar Society advising sessions. In addition, an overview of Career Center programs and services for FSU Panama City students was presented at the Dean’s meeting.

Successful Partnerships

The Career Center partnered with the College of Criminology and Criminal Justice to **co-host the Criminology Internship Fair** in the Dunlap Success Center, resulting in 65 student attendees and 13 employer participants.

Career Center staff **consulted with the College of Criminology and Criminal Justice in the development of their Career Development Office** in the Eppes Building. A Memorandum of Understanding (MOU) was created to describe mutual goals and responsibilities of The Career Center and the College of Criminology and Criminal Justice concerning the implementation of career advising services for students in the college. The career advisor is scheduled to work 10 hours a week in the college,

beginning spring 2014.

Career Center staff and the Department of Computer Science **developed a Memorandum of Understanding (MOU)** that provided in-house career advising services in the department. The Career Advisor successfully engaged with students and faculty during fall semester 2013.

Career Center staff **consulted with the College of Social Work** about training of the Symplicity system, which will be used to post field experiences for social work majors.

The Career Center, in conjunction with Nursing and Social Work, **held the first joint Health and Social Services Career Fair**, which focused on opportunities for social work and nursing majors.

Career Center staff met with the College of Nursing to discuss the needs of its students. As a result, Career Center staff and College of Nursing personnel **will co-host a Health Professions Career Fair** in February 2014. In addition, College of Nursing students are now using the Career Portfolio as a professional development tool.

The Career Center **corresponded with several University librarians**, including Julia Zimmerman, Dean of Libraries, and Trip Wycoff, Business Subject Specialist Librarian. The discussions focused on ILS Systems and means by which The Career Center can effectively collaborate with University Libraries to mutually benefit both organizations.

Staff **met with Dr. Antonio Cuyler**, Coordinator of Internships in the Department of Art Education, to discuss potential partnerships. Dr. Cuyler attended the interview presentation for The Career Center's new Program Director of Career Experience Opportunities.

University-Wide Programs

Efforts continued to **transition the Career Portfolio to Version 2** and to ensure effective and seamless integration into the Campus Solutions system.

Seven Career Center staff members served as **Overall Program Advisors for the Garnet and Gold Scholar Society**, and one staff member serves as an Area Contact for the internship engagement area.

A suite of **Skype interview rooms** were created in The Career Center for students, employers, and the University community. Skype mock interviews are now being offered to distance students and FSU Panama City students.



Additional Highlights

Melissa Forges served as an advisor for Alpha Omega C5, a recognized FSU student organization, and as an Overall Program Advisor for the Garnet and Gold Scholar Society.

Kelly Harris was asked to serve on the National Association of Colleges and Employers (NACE) Member Outreach Committee for 2013-2014.

Kelly Harris was asked to serve in the NACE Mentor Program for 2013-2014.

Seth Hayden served as the president for the Association of Counselors and Educators in Government, a division of the American Counseling Association that focuses on military-related concerns.

Seth Hayden received the Award of Excellence from the Association of Counselors and Educators in Government for his involvement with the annual professional development institute.

Seth Hayden served as chair of the ACES/NCDA Commission Advocacy Subcommittee, tasked with advocating for the importance of career counseling within the counseling profession.

V'Rhaniku Haynes served on the FCPA Association's Communication and Outreach Committee.

Myrna Hoover was asked to join the University Network (UN) group. This invitation-only group includes directors from top universities and provides an opportunity to share best practices, discuss relevant topics of the field, and benchmark with other institutions.

Emily Kennelly served as the Campus Advisor for the FSU Chapter of the National Society of Collegiate Scholars (NSCS).

James Sampson received the 2013 Research and Development Award from the Alliance of Career Resource Professionals, an organization that advances the development and distribution of high quality resources that support career development.

Megan Waldeck served as the Professional Development Director for FCPA (Florida Career Professionals Association).

Megan Waldeck was awarded the "Star Award" by the Division of Student Affairs in May 2013.

Kristin Zaideman served as a Student Conduct Hearing Officer and as a Garnet and Gold Scholar Society Overall Program Advisor.

Grants or Financial Awards

- Received \$7,000 from Student Government sweepings during December 2013. Funds were used to support the Spring 2014 Part-Time Job Fair, LinkedIn Career Fair photo booths, and the January 2014 Seminole Success Night.
- Received \$27,500 from the student technology fee to pay the license fee for the SeminoleLink Career Services Manager.



Partnerships

College of Applied Sciences (Panama City Campus)

Liaison: Myrna Hoover

Career Center staff **presented a Resume Writing 101 and Job Search Strategies workshop** and provided Garnet and Gold Scholar Society advising to students at FSU Panama City Campus.

An overview of Career Center services and programs and Graduating Senior Survey data were presented at the **Dean's faculty meeting**.

A **Career Center tour** was given to Dean Ken Shaw and Associate Dean Barbara Robinson.

College of Arts and Sciences

Liaison: V'Rhaniku Haynes

The Career Center partnered with the Psychology Department to present "**Fast to the Future**," a speed career exploration event. The event provided students from various majors with the opportunity to explore 24 different psychology-related career areas. This represents a 14% increase in employer participation.

Staff conducted **career-focused presentations** to students in the Mathematics Department.

The Graduating Senior Survey and the Dean's Report were presented to faculty from the Department of Earth, Ocean & Atmospheric Science. In addition, ideas were generated about potential programming for the department.

The Career Center developed a **new liaison partnership** with the Computer Science Department to establish career peer-advising services for computer science majors.

Career Center staff **attended the Computer Science Expo**, hosted by the Computer Science Department, and staffed a Career Center table. This event offered computer science students options on how to obtain graduate degrees.



College of Business

Liaison: Kelly Harris

Twenty sections (661 students) of **Business Communication classes were hosted** at The Career Center during the spring and fall semesters. The students attended a workshop on successfully using Career Center services. All College of Business students are required to complete this class.

The Career Center **hosted Insurance Days** in February in the Dunlap Success Center. This event was coordinated through SeminoleLink and resulted in 30 employers, 60 interview schedules, and 361 total interviews.

Career Center staff attended the **“Joint Accounting Best Practices” meeting** in Gainesville with the Chairman of the Department of Accounting in July. The meeting consisted of accounting department chairs of Florida state universities and managers and recruiters of public accounting firms to discuss the changes and enforcement of “Accounting Best Practices.”

Career Center staff provided assistance with the planning and promotion of the **2013 Real Estate Conference**, held in the FSU Turnbull Center in November.

College of Communication & Information

Liaisons: Carolyn Barringer, Elizabeth Barwick

Liaisons worked with a Communication Career Practicum (COM 3070) faculty member to schedule guest lectures by Career Center staff. **Students completed Career Center tours and a scavenger hunt** in the Career Center library. The two semesters of classes (spring 2013 and fall 2013) included over 60 students.

Career Center staff worked with an IT Capstone faculty member to **schedule guest lectures** by Career Center staff in spring 2013.

Workshops about Career Center services and programs were conducted for the Lambda Pi Eta Communication and Information Honor Society.

College of Criminology & Criminal Justice

Liaison: Emily Kennelly

A series of career development workshops were offered for students in the College on the following topics: Resume Writing, Career Portfolio, Interview Preparation, Graduate School, and Researching Potential Employers and Job Search Strategies. The workshops were integrated into the College’s mentorship course and also open for all students to attend.

The Career Center hosted an **“Open House” for the College of Criminology and Criminal Justice faculty, advisors, and administrators** in December. Information about Criminology library resources were presented, along with career advising and workshop report data.

College of Education

Liaison: Megan Waldeck

Continued collaboration with the College of Education resulted in an addition and redesign of professional development workshops and the **2014 Education & Library Career Networking Fair**, as well as the requirement for current student interns to attend.

SDS 3340: Introduction to Career Development involves a **partnership with Educational Psychology and Learning Systems (EPLS)**. Twelve sections of the class are offered each year, and more than 20 instructors are involved with the course each semester. The course is jointly funded by The Career Center and EPLS. The class provides supervised teaching experiences for both doctoral and master’s level students in counseling, counseling psychology, and higher education. Some semesters, the course also has academic advisors as instructors. A research proposal submitted to IRB was approved to have the class serve as an archival data source, allowing for ongoing data collection related to career interventions and the impact of the class on student success.

College of Engineering

Liaison: Melissa Forges

In collaboration with the College, The Career Center **hosted Engineering Day**, a career fair held in the fall and spring semesters where students and alumni can meet employers with opportunities in the engineering field.

Career Center staff provided **essential networking opportunities** for students by hosting local engineering organizations at the Tallahassee Engineers Networking Night, held at the College of Engineering.

The liaison participated in the **First Annual National Networking Organization (NANO) Night**, sponsored by the FAMU-FSU College of Engineering, and networked with alumni, strengthened relationships with faculty and staff at the College of Engineering, and received employer information vital for engineering students.

College of Human Sciences

Liaison: Kristin Zaideman

The Career Center and Family and Child Sciences **facilitated an Employer Panel** for students to learn about potential career opportunities.

Green screen presentations were created for family and child sciences majors participating in online classes.

College of Law

Liaison: Seth Hayden

Career Center staff **met with the College of Law placement professionals** to assist in increasing access to desired employers. Ongoing communication regarding internship opportunities, as well as other Career Center events and services, occurred throughout the year.

Workshops on Resume Writing and Business Etiquette were presented to the FSU Summer for Undergraduates Program participants. These workshops were well-attended and received high marks from participants.

College of Medicine

Liaison: Juliette McDonald

A **Curriculum Vitae workshop** was conducted for 70 first-year and second-year medical students.

College of Motion Picture Arts

Liaison: Kathy Ledwith

Career Center staff met and interacted with staff from the College of Motion Picture Arts to ensure coordination of efforts to meet the career development



needs of its students, including **possible classroom presentations, mock interviews, and increasing relevant Career Center Library resources.**

College of Music

Liaison: Emily Kennelly

An **Interviewing and Resume Writing workshop** was presented in the fall 2013 Senior Seminar course, taught by Dr. Anne Hodges.

College of Nursing

Liaison: Kathy Ledwith

Career Center staff met with the College of Nursing to discuss the needs of its students. As a result, Career Center staff and College of Nursing personnel **will co-host a Health Professions Career Fair** in February 2014. In addition, the College of Nursing students are now using Career Portfolio as a professional development tool.

Career Center staff **presented on career development topics** in College of Nursing classes.



College of Social Sciences and Public Policy

Liaison: Tamara Howard

The Career Center staffed a table at the **Student Leadership Council Social Sciences Internship Fair**, providing students with information about services and programs.

Staff presented **workshops on Employability Skills** to social science majors via classroom and student organization presentations.

College of Social Work

Liaison: Myrna Hoover

The Career Center, in conjunction with Nursing and Social Work, **held the first joint Health and Social Services Career Fair**, which focused on opportunities for social work and nursing majors.

Career Center staff consulted with the College of Social Work and assisted in implementing the **multi-school environment**, which will allow social work students to view internships through Symplicity.

College of Visual Arts, Theatre, & Dance

Liaison: Emily Kennelly

The Career Center **established a strong relationship** with the Department of Theatre, which supported The Career Center by donating two tickets to the musical company as a grand prize for the Student Food Pantry food drive.

Staff remained up-to-date on College information through the FSU CVATD Monthly News & Updates email newsletter.

Staff presented **8 career-related workshops** for 351 College of Visual Arts, Theatre, and Dance students.

Graduate School

Liaison: Janet Lenz

Staff **collected survey data from incoming graduate students** to use in future program planning for this population.

Career Center staff developed a series of **professional development workshops** for both graduate students and post-docs that were offered in the Mag Lab and in The Career Center. This will continue into 2014.

Staff represented The Career Center at the **Graduate Enrollment Management (GEMC) meetings** and provided regular updates on Career Center programs and services.

The Career Center offered 9 different **workshop/tables events** related to Going to Graduate School. The Career Center continues to support the Graduate School's Recruitment Taskforce by participating in graduate school workshops targeted to FSU students.

Advising First/Undergraduate Studies

Liaison: Kathy Ledwith

The Career Center coordinated with Advising First during the fall and spring semesters to jointly sponsor six **Pizza and a Major workshops**. These interactive

workshops provided exploratory students with high-quality, individualized assistance and an orientation to Career Center services. The purpose of the workshops was to help students select an appropriate major by exposing them to the concepts of self-exploration and self-knowledge, as well as resources for exploring majors and occupations.

The Career Center coordinated with the Center for Exploratory Students in the spring to organize and host a series of **Exploratory Panels for six different academic areas**, which featured professionals working in or having specialized knowledge of various professional fields. The panels included faculty, staff, and students who shared general information, advice, and personal success stories to help inform students about their department or major.

Alumni Association

Liaison: Leslie Mille

Career Center staff participated in a **business networking event in Tampa, Florida**, where area business owners, executives and FSU leaders, and FSU Alumni Association members could learn about The Career Center, network, and find out the talent and resources FSU has to offer to help Tampa Bay businesses grow and succeed.

The Career Center **introduced an online mock interviewing system**, The Big Interview, to members of the Alumni Association.

Athletic Department

Liaison: Janet Lenz

Career Center staff **collected data from freshman student athletes** during fall orientation regarding their career planning needs.

Staff met with the Athletic Department's academic advising staff to update them on Career Center programs and resources.

Career Center staff 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** in the Dunlap Success Center. Student athletes

were given an overview of services and provided with a tour.

The liaison **initiated contact with the new Athletic Director** to arrange a meeting and visit to The Career Center. (Due to scheduling difficulties, the meeting was postponed to spring 2014.)

The liaison **co-authored a journal article** comparing data on two groups of Florida State student athletes.

The liaison co-authored a **program proposal** submitted during fall 2013 on Florida State's work with student athletes that was accepted for the June 2014 NCDA conference.

Center for Academic Retention and Enhancement

Liaison: Tamara Howard

Career Center staff attended the **welcome reception for the new CARE students**.

Workshops on Employability Skills and career-related topics were presented to CARE students.

Several Career Center staff participated in CARE's **Lunch and Learn Series** for the Summer Bridge Program.

Center for Global Engagement

Liaison: Carolyn Barringer

The Career Center helped coordinate the schedule for the **spring 2013 Employment workshop** and recruited 6 presenters for 3 concurrent sessions on the following topics: Academic Job Search, Interviewing, and Job Search Strategies.

Career Center staff worked with a Globe staff member to set up a **Resume Critique workshop** in fall 2013 for 7 international exchange students with the Brazil Scientific Mobility Program.

The Career Center **promoted information** on Center for Global Engagement programs to Career Center staff, including Global Cafe and the Global Partners Certificate.

Center for Leadership and Social Change

Liaison: Juliette McDonald

The Career Center and the Center for Leadership and Social Change once again co-hosted a successful **Seminole Success Night: A Diversity and Leadership Event**.

Staff attended a University-wide **Diversity and Inclusion Training** hosted by the Center for Leadership and Social Change.

The Career Center and the Center for Leadership and Social Change jointly hosted games and refreshments at the **Halloween on Landis Green** event while providing information to students on programs and services.

Dean of Students Department/First Year Outreach

Liaison: Leslie Mille

Career Center staff presented to new students and their family members at **31 Orientation sessions**.

The Career Center participated in New Student and Family Programs **FSUchat program**, answering questions for students and family members about finding a job on campus.

Career Center staff presented an overview of Career Center services and programs to 2,172 students in 124 **freshman English classes**.

International Programs

Liaison: Juliette McDonald

The Career Center hosted an **open house, dialogue, and tour** for International Programs staff in September 2013. This meeting provided an opportunity to share information about Career Center programs and services and discuss gaps in service delivery.

Veterans Center

Liaisons: Seth Hayden, Megan Waldeck

The Career Center facilitated the **Veterans Networking Night** in September 2013. Held in collaboration with the FSU Veterans Center, this event was designed to facilitate networking between student veterans and employers. This event was also held in

conjunction with Seminole Futures to enable continuing communication between employers and student veterans.

Career Center staff assisted in the development of the **Capital City Veterans Consortium**, designed to link University resources in the Tallahassee community with the needs of veterans. This process involved in-depth collaboration with the FSU Veterans Center and other universities in the Tallahassee community, such as Tallahassee Community College.

Disability Resource Center

Liaison: Donna Ruscito

Staff facilitated the **Workforce Recruitment Program** in fall 2013; nine students participated.



Publications & Presentations

Publications

- Bertoch, S. C., **Lenz, J. G.**, **Reardon, R. C.**, & **Peterson, G. W.** (2013). Goal instability in relation to career thoughts, decision state, and performance in a career course. *Journal of Career Development*. (online edition April 2013)
- Galles, J., & **Lenz, J. G.** (2013). Relationships among career thoughts, vocational identity, and calling: Implications for practice. *The Career Development Quarterly*, 61, 240-248.
- Green, L., & **Hayden, S.** (2013). Supporting student veterans: Current landscape and future directions. *Journal of Military and Government Counseling* 2(1), 89-100.
- Hayden, S.**, Green, L., & **Dorsett, K.** (2013). *Perseverance and progress: Career counseling for military personnel with traumatic brain injury*. In Ideas and research you can use: VISTAS 2013. Retrieved from <http://www.counseling.org/Resources/>
- Hoover, M.**, **Lenz, J.**, & Garis, J. (2013). *Employer relations and recruitment services: An essential part of postsecondary career services (monograph)*. Broken Arrow, OK: National Career Development Association.
- Reardon, R. C.**, & **Lenz, J. G.** (2013). Use and interpretive guide. In J. L. Holland & M. A. Messer (Eds.) *Self-Directed Search 2013 Fifth Edition (SDS) professional manual*. Odessa, FL: Psychological Assessment Resources.
- Stein-McCormick, C., **Osborn, D. O.**, **Hayden, S. C. W.**, & Hoose, D. V. (2013). *Career counseling with veterans (monograph)*. Broken Arrow, OK: National Career Development Association.
- Watson, J., **Lenz, J.**, & Melvin, B. (2013). The case of Raven. In S. G. Niles, J. Goodman, & M. Pope.

The career counseling casebook: A resource for counselors, students, and practitioners (2nd ed.). Broken Arrow, OK: National Career Development Association.

Presentations

Buzzetta, M., Hayden, S., & Dorsett, K. (2013, July). Creating hope: Assisting veterans with job search strategies. Content session presented at the National Career Development Association Conference, Boston, MA.

Dorsett, K., Hayden, S., & Lenz, J. (2013, July). From then to now: Career counseling training and supervision for the next generation of counselors. Content session presented at the National Career Development Association Conference, Boston, MA.

Eskin, L., & Foster, M. (2013, July). Career-click: Showcasing and celebrating alumni and professional career experiences online. Presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Finklea, T., & Kronholz, J. (2013, July). Understanding relationships among Holland's Self-Directed Search, the Career Thoughts Inventory, and the Career Tension Scale. Roundtable presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Green, L., & **Hayden, S.** (2013, March). Supporting student veterans: Current landscape and future directions. Poster session presented at the American Counseling Association Conference, Cincinnati, OH.

Hayden, S. (2013, October). Addressing career and mental health concerns in counseling. Content session presented at the Florida Counseling Association Conference, Tampa, FL.

Hayden, S. (2013, October). Diversity in delivery: Processing assessments in counseling supervision. Roundtable session at the Association for Counselor Education and Supervision Conference, Denver, CO.

Hayden, S. (2013, October). Integrating resilience across domains of functioning. Keynote address for the Florida Counseling Association Conference, Tampa, FL.

Hayden, S. (2013, March). Social justice in Action: operationalization of social justice in diverse settings. Invited Panelist for Counselors for Social Justice Town Hall Meeting at the American Counseling Association Conference, Cincinnati, OH.

Hayden, S., Dorsett, K., Eskin, L., & Dong, S. (2013, March). Career counseling of student veterans: Theory and application of a cognitive information processing approach. Content session presented at the American Counseling Association Conference, Cincinnati, OH.

Hayden, S., & Green, L. (2013, March). Needs of family members of student veterans. Content session presented at the Professional Development Institute of the Association of Counselors and Educators in Government as part of the American Counseling Association Conference, Cincinnati, OH.

Hoover, M. & Lenz, J. (2013, October). Employer relations and recruitment services: An essential part of postsecondary career services. National Career Development Association Career Practitioner Institute, Westminster, CO.

Hunt, J., **Barringer, C., & Bovio, R.** (2013, March). Fostering engagement through an involvement recognition program. Presented at the Student Affairs Administrators in Higher Education (NASPA) Annual Conference, Orlando, FL.

Kettunen, J., Vuorinen, R., **Sampson, J. P., & Osborn, D.** (2013, July). Skills and competencies needed for career practitioners' effective use of social media. Presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Lenz, J., Hayden, S., & Osborn, D. (2013, October). Diverse trainees + unified training + diverse clientele = Trifecta for success. Roundtable session at the Association for Counselor Education and Supervision Conference, Denver, CO.

Lenz, J. G., & Reardon, R. C. (2013, May). Using the Career Thoughts Inventory in career services delivery and instruction. Presentation to the Western NY Association of College Career Centers, Buffalo, NY.

Melvin, B., & Hale, R. (2013, July). The legacy of skills assessment in career development: Where we've been and where we're going. Roundtable presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Reardon, R., Bullock-Yowell, E., & Johnston, J. (2013, July). Remembering John Holland and furthering his impact on career services. Presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Rosenberg, G., & Wood, P. (2013, July). Social justice for international students: Are we doing enough? Roundtable presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Sampson, J., Reardon, R., McClain, M. C., Musch, S., & Hou, P. C. (2013, July). Improving career interventions by better assessing readiness for decision making. Presentation at the National Career Development Association (NCDA) Global Conference, Boston, MA.

Visitors

Eileen Davis, JD Associate Director of the Ulmer Career Management Center at the University of Louisville, visited The Career Center in May to look at "best practices" of a comprehensive career center.

Career Center staff from Virginia Tech visited The Career Center in June to meet with FSU Career Center staff and learn about Career Center programs and services.

Sherrina Lofton, a career counseling graduate student from California State University, Northridge, interned at The Career Center in the summer of 2013, resulting in a national sharing of career counseling best practices.

Sok Pheng, Senior Director of the Singapore Workforce Development Agency, Employment Facilitation Division, visited The Career Center and FSU's career counseling graduate education in July.

Leslye Erickson, Director of the Career Development Center at the University of Louisville, visited The Career

Center in July to learn about FSU Career Center programs and services.

Calvin Williams, Assistant Director of Employer Relations at the University of Central Florida, visited The Career Center in August to learn about the Graduating Senior Survey and employer services.

The Chonnam National University team from Korea visited The Career Center in November.

Bernadette Gigliotti, Manager of the Careers and Employment Unit at Swinburne University in Melbourne, Australia, visited The Career Center in November. She previously held the role of Executive Manager of the Career Education Association of Victoria (CEAV) and currently serves as the President of the Career Industry Council of Australia (CICA), the national peak industry body advising the federal government on matters relating to the career development of all Australians. Gigliotti came to learn more about The Career Center's best-practice models in order to improve upon Swinburne University's career services.

Dr. Patti Ippoliti, V.P. of Global Recruiting for Hertz Corporation, visited The Career Center in November.

Dollar Tree Executives Bob Sasser (Chief Executive Officer), Steve White (Chief Logistics Officer), and Suzan Kaufman (VP of Training, Recruitment, and Development) visited The Career Center in November for a meeting.



2014 Goals and Priorities

University-Wide Programs

- Continue to collaborate with the Division of Student Affairs, Institutional Research, and the Office of the Provost to develop systems for increasing graduate follow-up study response rates and internship data.
- Continue to promote ProfessoNole by collaborating with the Alumni Association and Seminole Torchbearers and through embedding Career Liaisons to increase its usage within targeted colleges and departments to include Business, Criminology, and the Greek community.
- Partner with Workforce Florida and the Chamber of Commerce to increase internship and employment opportunities for students.
- Partner with the Alumni Association's *Spring Swing* by presenting to alumni in Orlando, Jacksonville, and Pensacola about how their knowledge and experience can benefit FSU students by participating in ProfessoNole and posting internship and job opportunities in SeminoleLink.

Liaison Related

- Create and provide a Career Exploration event for Panama City students.
- Host a Government and Social Services fair.
- Represent The Career Center at College of Business and Human Science events and programs, e.g., Real Estate Trends conference, Retail Focused Event.
- Provide additional programs and services to distance learning and Panama City campus students.



- Provide in-house career advising for the Computer Science Department and the College of Criminology and Criminal Justice.
- Provide pre-law advising to FSU students.
- Establish effective partnerships with new Deans in the College of Human Sciences; Nursing; Music; and Visual Arts, Theatre, and Dance.
- Collaborate with the Graduate School to help promote FSU graduate programs to undergraduate students.
- Continue to develop joint programming and information resources with Undergraduate Advising and Advising First.
- Host the new Athletic Director for a tour of The Career Center and overview of resources and services.
- Continue to host open houses for colleges/ departments and special populations to provide Career Center information and resources.

Technology Related

- Restructure and redesign The Career Center, Career Portfolio, and the Tech Center websites as part of our branding initiatives.
- Implement an online mock interview program to provide resources for distance students and alumni.
- Implement a SeminoleLink sign-in system for students engaging in career advising.
- Develop a series of employability skills workshops for The Career Center YouTube channel.
- Utilize Twitter to engage students in Career Center programs and services.
- Create a marketing/branding plan for The Career Center and engage in social media platforms, e.g., Facebook, Twitter, LinkedIn, etc. on a regular and consistent basis in an effort to further expand our branding initiative.



Career Center Funding & Staffing Related

- Secure permanent funding for the Employer Relations Assistant Director line that serves as The Career Center's College of Engineering liaison.
- Complete a search for the vacant Assistant Director, Career Experience Opportunities, and the Senior Assistant Director, Employer Relations and Recruitment Services, positions.
- Incorporate Career Liaisons, embedded half-time in the Colleges, into The Career Center staffing model. Career Liaisons will focus on increasing experiential learning opportunities and developing employability skills for FSU students.
- Hire and train a Senior Assistant Director, Career Advising, Counseling, and Programming.
- Move the Mock Interview program into Employer Relations and Recruitments Services in order to incorporate more employer participation in the program.
- Market sponsorship and partnership opportunities to employers. Continue to develop proposals with the Foundation for potential donors.
- Continue to seek funding via Student Technology fees for the SeminoleLink Career

Management license.

- Investigate the feasibility of moving the "programming function" into the administration area.

Reporting & Evaluation Related

- Complete the internal review of The Career Center's programs and services using the NACE review standards.
- Develop procedures for streamlining the Career Guide and individual guides to make them consistent.
- Create a policy and procedures to manage outreach workshops to include uniformity in content, presentation, and evaluation.
- Provide employer feedback and recruiting trends to the University community.
- Redesign the Career Center Advisory Board to incorporate a two-day summer venue with guest speakers about recruiting trends and opportunities for faculty engagement.
- Continue to meet with and provide a Dean's Brief to FSU Deans that includes Graduating Senior Survey data and college/major specific data.



Placement Partners

Room Sponsors



Gold Placement Partners



Garnet Placement Partners

Aldi Inc.
 Amica Mutual Insurance
 Company
 City Furniture
 Deutsche Bank
 E&J Gallo Winery
 First Investors

Grant Thornton
 Hertz Corporation
 Insight Global, Inc.
 Lanigan & Associates, PC
 Northwestern Mutual
 Financial Network
 Otis Elevator Company

PATLive
 ReliaQuest
 Sherwin-Williams Company
 The Prudential Company
 Total Quality Logistics
 Toys "R" Us
 Waffle House



FLORIDA STATE
UNIVERSITY

The
Career Center
linking futures