



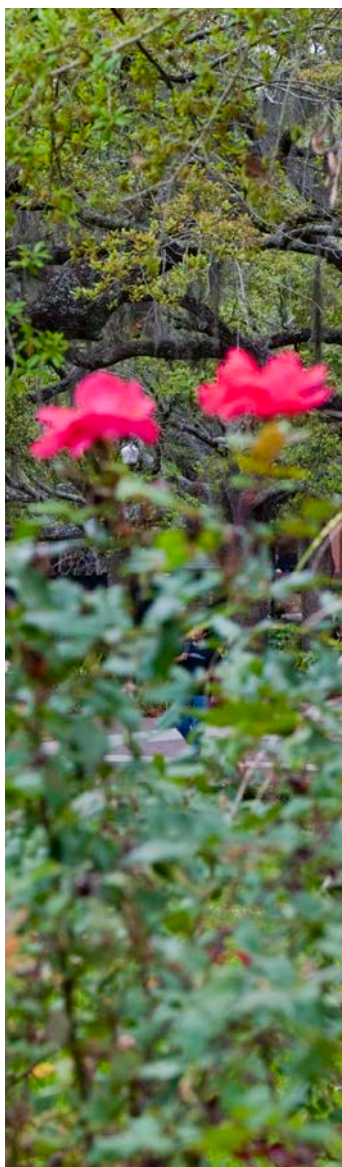
Florida State University  
Career Center

# ANNUAL REPORT

2014



# Director's Perspective



## A Year in Review

The push toward Preeminence marked 2014 as a pivotal year for The Career Center with the addition of staff and expansion of academic partnerships to support the University's goals. With additional state funding, the University initiated strategies to ensure that FSU students graduate from a highly-ranked university. With the strategic priority to increase students' career readiness through **employability skills training** and increased **experiential learning opportunities**, The Career Center hired, trained, and positioned six career liaisons in the following academic units: **Criminology and Criminal Justice; English; Interdisciplinary Social Science; Nutrition, Food, and Exercise Sciences; Political Science; and Psychology**. A seventh career liaison supported **Computer Engineering, Computer Science, and Information Technology** students through an FITC (Florida Institute of Technology Consortium) grant. The addition of a full-time staff person in **career advising** provided much-needed support for the increased student career advising demands produced by the new liaison model. These initiatives turned The Career Center's focus to the successful implementation of the career liaison model and the development of an array of new programs and partnerships to meet the ever-increasing demands of career preparation for FSU students, while maintaining a commitment to excellence through effective and innovative career and employability programs and services to students, alumni, and community members.

Collaborative partnerships with the **Tallahassee Chamber of Commerce** and new **Fortune 500 employers** increased connections with alumni, strengthened relationships with business owners and executives, and developed new internship and full-time employment opportunities for FSU students. Successful events and programming, such as the **Fast to the Future** networking event at **FSU Panama City**, a **Career Bootcamp Professional Development Certificate** in the College of Social Sciences and Public Policy, and a **Government and Social Services career fair** increased employability skills and expanded career opportunities for students. Web-based career resources further expanded services to **distance students**. While quality career programs, collaboration with academic partners, and exceptional customer service to our clients characterized our year, metrics and performance indicators continued to be critical to demonstrate the success of our work.

Another successful graduating **senior survey** and **follow-up survey** resulted in an 89% and 34% response rate respectively for the 2013-2014 academic year. Once again, students reported their continued satisfaction in programs and services, indicating that the **number one way they found employment was through the use of Career Center services**. The Career Center also redesigned its experiential learning programs and offered students and employers a new SeminoleLink module where the sharing of learning objectives, student and employer evaluations, and career information occurs while students engage in internship opportunities. The addition of new programs and resources better informed students about successful career planning and included **Career Bootcamp, Job Shadowing, Focus 2**, and a **Roadmap to Career Success**. These tools help students identify services, programs, and career information that meet their specific career development needs.

The Career Center continued to celebrate students' successes through the publication of **student success stories**. Employers connected to administrators, staff, and student leaders during a one-day **Employer Advisory Board**. **National and Florida recruitment data** provided employers important information to assist them in their recruitment efforts, and The Career Center gleaned important feedback for improving career services.

The Career Center hosted international and U.S. visitors from educational institutions, as well as employers seeking to connect to FSU best practices in career services and recruitment. Career Center visitors included staff from the **Czech Republic, West Indies, and Korea**, and from the Pennsylvania State University, University of Alabama-Huntsville, and Tulsa Community College. Employer visits included upper-level management of **employing organizations**, including **Gartner, Bluegreen Vacations, and NBC Universal**, as well as local, regional, and international organizations.

Staff also contributed to the profession through **scholarly work** that included the article publication "**Annual review: A content analysis of career development theory, research, and practice – 2013**" in *The Career Development Quarterly*. Staff participated in numerous presentations at professional organizations, such as the National Career Development Association, American

Counseling Association, Student Affairs Administrators in Higher Education, National Association of Colleges and Employers, Cooperative Education and Internship Association, and National Academic Advising Association.

Alumni continued their support of The Career Center. A highlight of this support was the naming of The Career Center's Computer-Assisted Career Guidance Lab after FSU alumnus and former Career Center student-worker, **Tony DiBenedetto**. The **\$100,000 contribution** provided much-needed upgrades to computers and resources in The Career Center's library, which supports over 17,000 students a year.

The Career Center strives to prepare students for their future and 2014 proved to be an exceptional year; 2015 holds even greater opportunities for future success.

Myrna P. Hoover

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# 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

<b>Career Advising/ Counseling/ Career Library</b>	17,042 clients
<b>Career Outreach Programs</b>	658 programs; 25,806 participants
<b>Career Planning Class, SDS 3340</b>	12 sections; 367 students
<b>Cooperative Education, Internships, and Part-Time Jobs</b>	6,414 co-ops/internships self-reported and academic internships; 3,461 experiential learning opportunities listed in SeminoleLink; 1,969 Student Employment positions listed
<b>Mock Interviews</b>	473 interviews conducted
<b>Career Fairs</b>	18 fairs; 1,172 employers; 9,433 students
<b>On-Campus Recruiting</b>	2,906 registrants via SeminoleLink; 192 employers; 707 interview schedules; 3,544 interviews
<b>Job Listings and Resume Referrals</b>	8,611 job listings referred to SeminoleLink for web-based listing; 9,666 resumes via Seminole Profiles sent to employers
<b>Career Portfolio</b>	3,988 new Career Portfolios created
<b>Garnet and Gold Scholar Society</b>	145 inductees



# Core Programs



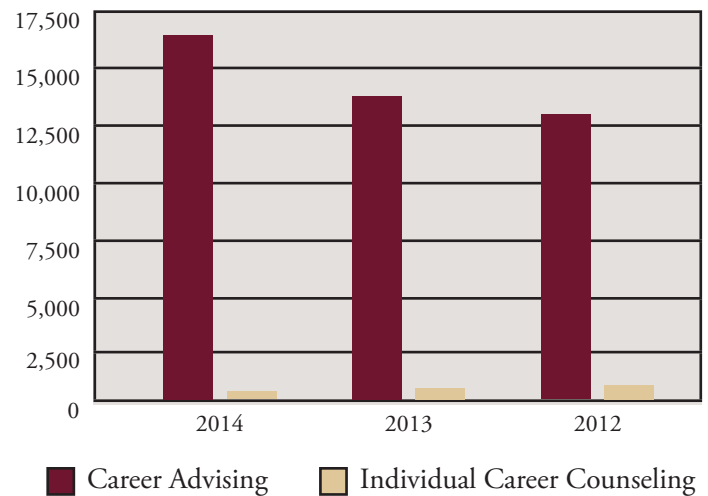
## Career Advising, Counseling, and Career Library

### Career Advising Contacts

Visit	Spring '14	Summer '14	Fall '14	Total
Career Advising*	7,247	2,258	6,971	16,476
Individual Career Counseling	318	33	215	566
<b>Total</b>	<b>7,565</b>	<b>2,291</b>	<b>7,186</b>	<b>17,042</b>

\*Includes career advising in the colleges (Criminology and Criminal Justice, Computer Engineering, Computer Science, Information Technology, Nutrition, Food, and Exercise Sciences, English, Interdisciplinary Social Science, Political Science, and Psychology) plus additional career advising conducted by Career Center staff.

### Career Advising Contacts: Three-Year Comparison



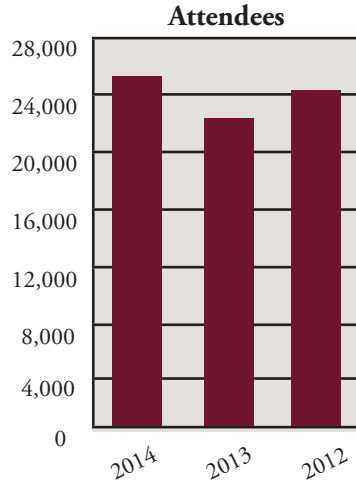
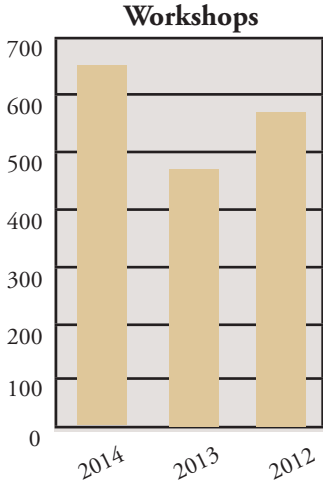
### Distance Critiqued Documents

Critiqued Docs	Spring '14	Summer '14	Fall '14	Total
Resume/CV	29	34	35	98
Cover Letter	8	4	2	14
Personal Statement	5	6	6	17
<b>Total</b>	<b>42</b>	<b>44</b>	<b>43</b>	<b>129</b>

\*During 2014, The Career Center has been increasingly involved in providing critiquing services for distance students/alumni.

## Career Outreach Programs

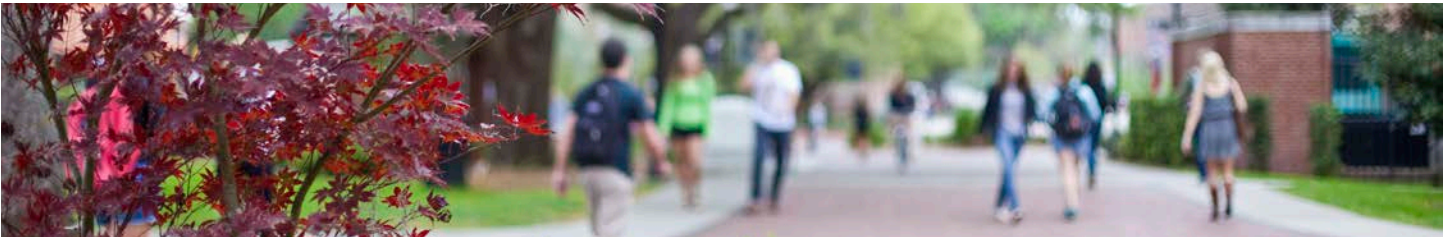
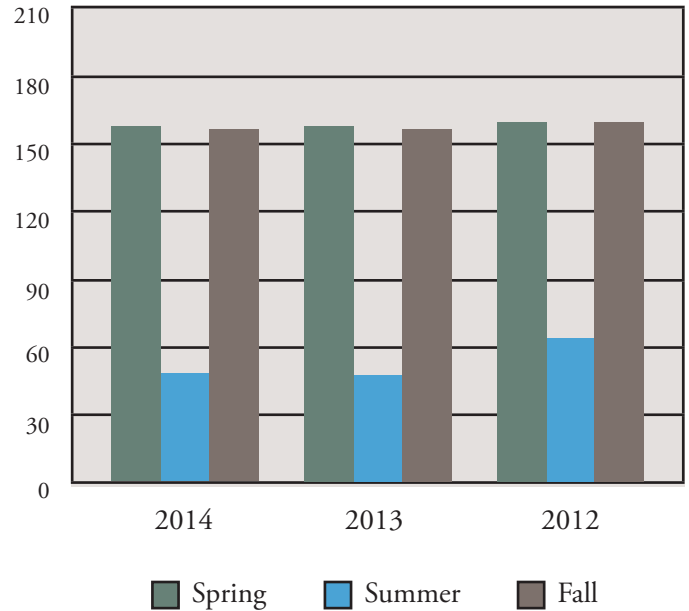
Calendar Year	Number of Workshops	Attendees
2014	658	25,806
2013	478	22,814
2012	572	24,303



## Career Planning Class, SDS 3340

### Semester Enrollments

Year	Spring	Summer	Fall	Total
2014	161	47	159	367
2013	161	47	158	366
2012	162	65	161	388

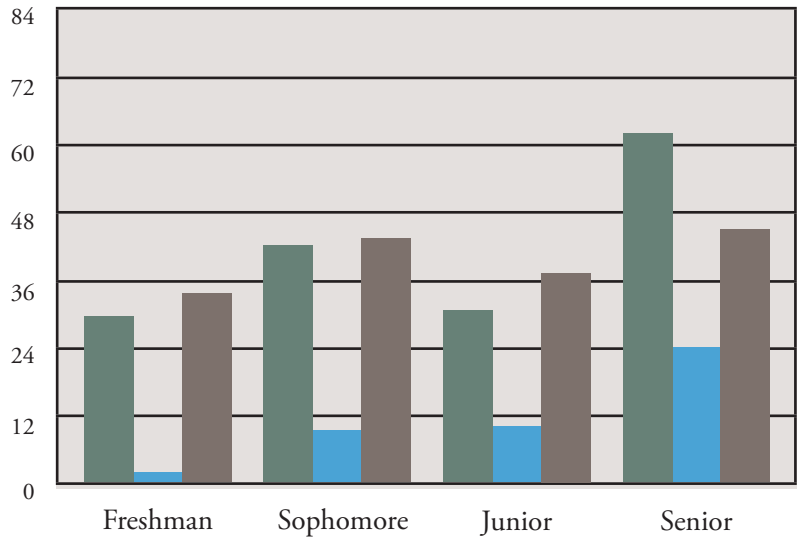


## Career Planning Class, SDS 3340

### Class Levels

Class Level	Spring	Summer	Fall	Total	%
Freshman	29	2	34	65	17.7
Sophomore	41	10	43	94	25.6
Junior	29	11	37	77	21
Senior	62	24	45	131	35.7
<b>Semester Total</b>	<b>161</b>	<b>47</b>	<b>159</b>	<b>367</b>	<b>100</b>

Spring 2014
  Summer 2014
  Fall 2014



### Enrollment Levels, Fall 2006 to Fall 2014

Term	06 - 07	07 - 08	08 - 09	09 - 10	10 - 11	11 - 12	12 - 13	13 - 14	14 - 15
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
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	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	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	TBD 12 sections





# Cooperative Education, Internships, and Part-Time Jobs

## Engagement

January - December 2014

Spring

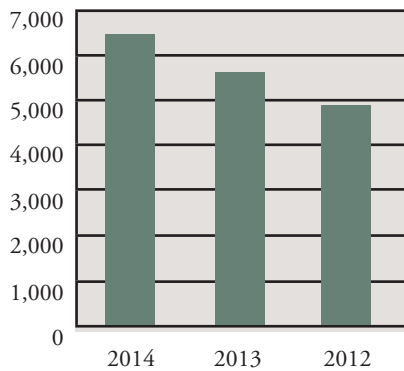
Summer

Fall

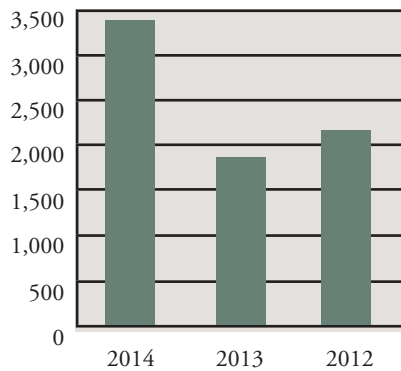
Total

Co-ops/Internships Self-Reported (Includes ERP, ECP, GGSS)*	49	146	55	250
Academic Internships** (Students registered for course credit)	2,169	1,957	2,038	6,164
Experiential Learning Opportunities in SeminoleLink (Internships, Co-ops, Volunteer, Summer Jobs, Externships, Fellowships)	1,160	679	1,622	3,461
Student Employment Program (SEP)** (Part-Time, Temporary, Seasonal Jobs, Paid Part-Time Internships)	403	917	649	1,969

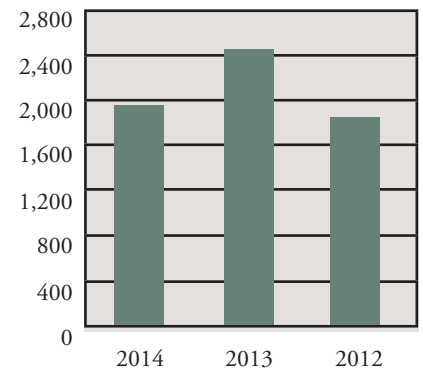
**Co-op/Internships Self-Reported & Academic Internships**



**Experiential Learning Opportunities in SeminoleLink**



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



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

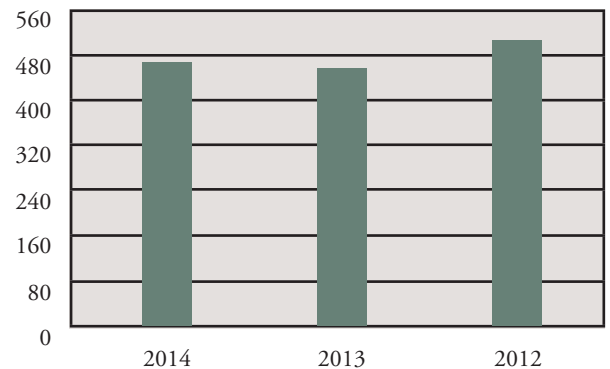
\*\*Data compiled from FSU's OMNI Business Intelligence (OBI) reflecting both required and elective academic internships.

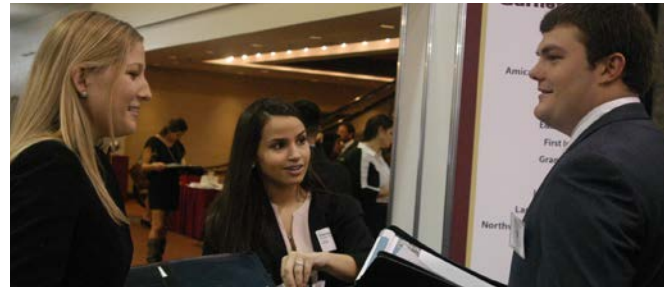
\*\*\*2014 numbers reflect new reporting processes following National Association of Colleges and Employers guidelines.

## Mock Interview Program

### Mock Interview Participants

Year	Spring	Fall	Total
2014	181	292	473
2013	220	241	461
2012	235	275	510



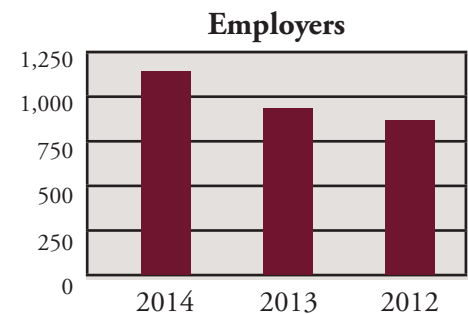
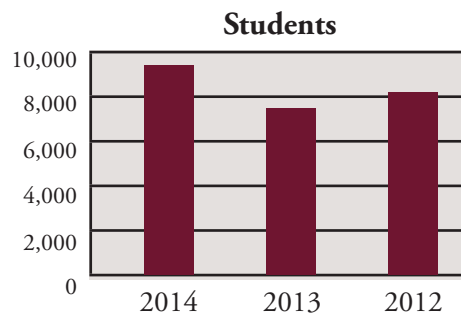


## Career Fairs

<i>Event</i>	<i>Students</i>	<i>Organizations</i>
Part-Time Job Fair (Spring)	811	28
Engineering Day (Spring)	675	74
Seminole Success Night: A Celebration of Leadership and Diversity (Spring)	Cancelled due to weather	
Seminole Futures (Spring)	1,589	154
College of Communication & Information Career Fair (Spring)*	189	46
Government & Social Services Career Fair (Spring)	174	25
Health Professions Career Fair	91	14
Education and Library Career Fair (Spring)	146	32
Tallahassee Engineers Networking Night (Spring)	84	17
SEC-ACC Virtual Career Fair (Spring)	126 (FSU)	90
Statewide Job Fair (Summer)	1,194	174
Part-Time Job Fair (Fall)	1,345	42
Engineering Day (Fall)	887	74
Veterans Networking Night (Fall)	57	34
Seminole Futures (Fall)	1,698	169
College of Communication & Information Career Fair (Fall)*	48	20
Graduate School Fair (Fall)	70	81
Law School Fair (Fall)	66	80
Criminology Internship Fair (Fall)*	183	18
<b>Total</b>	<b>9,433</b>	<b>1,172</b>

\*Partnership events with academic units

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



## On-Campus Recruiting

**New *Plus!* Registrants:**  
2,906

**Unique Employers:**  
192

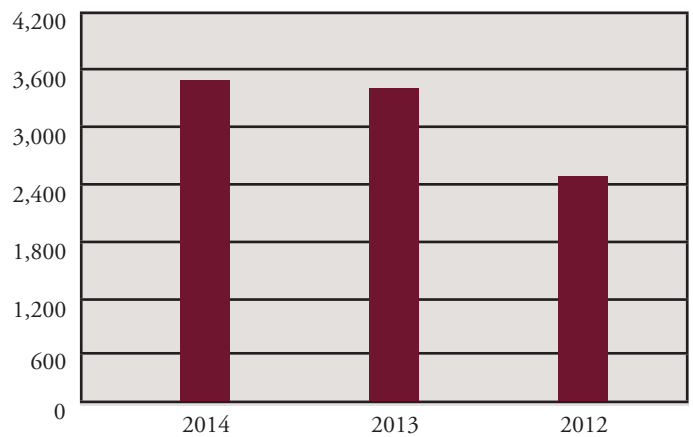
**Employer Visits:**  
403

**Schedules:**  
707

**Interviews:**  
3,544



### On-Campus Recruiting: Student Interviews



## Job Listings and Resume Referrals

### Job Listings: Symplicity/NACELink

**Full-Time Job Postings:**  
5,658

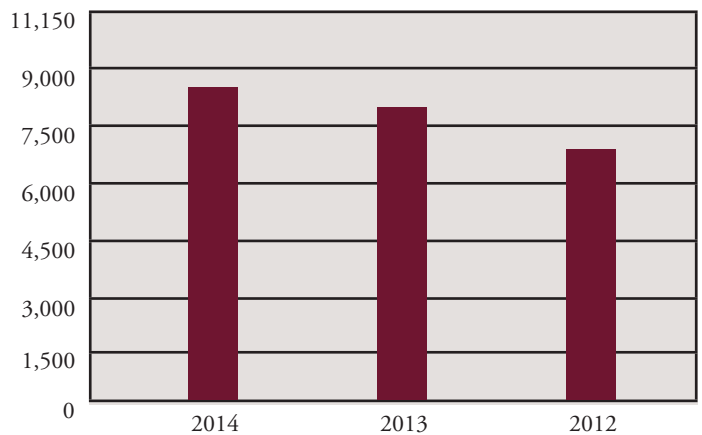
**Total Job Postings:**  
8,611

### Seminole Profiles: Resume Referrals

**Number of Employer Requests:**  
105

**Number of Resumes Sent:**  
9,666

### 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 career information about a certain field.

**New Volunteers:**  
148

**Total Active Volunteers:**  
787

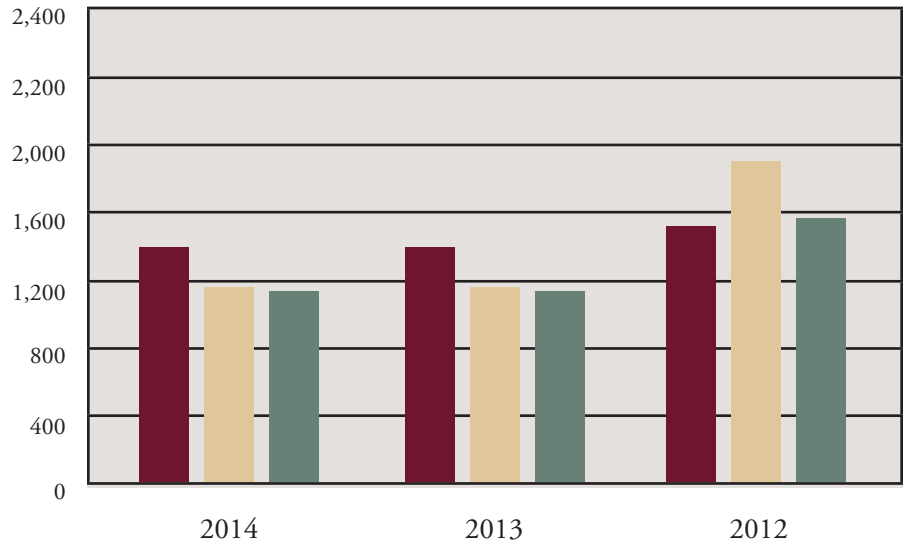
## Career Portfolio Program

### New Career Portfolios Created

#### Calendar Year

	Spring	Summer	Fall	Total
2014	1,417	997	1,574	3,988
2013	1,405	1,193	1,161	3,759
2012	1,531	1,917	1,574	5,022

■ Spring ■ Summer ■ Fall



### Unique Users

Since the Career Portfolio's inception, there have been **91,857 total unique users**, and in 2014, there were **6,340 unique users**.

### Career Portfolio Contest

Year # of Contest Submissions Percent Increase/Decrease

2014	37	-31%
2013	54	20%
2012	45	56%
2011	25	-58%
2010	60	-12%



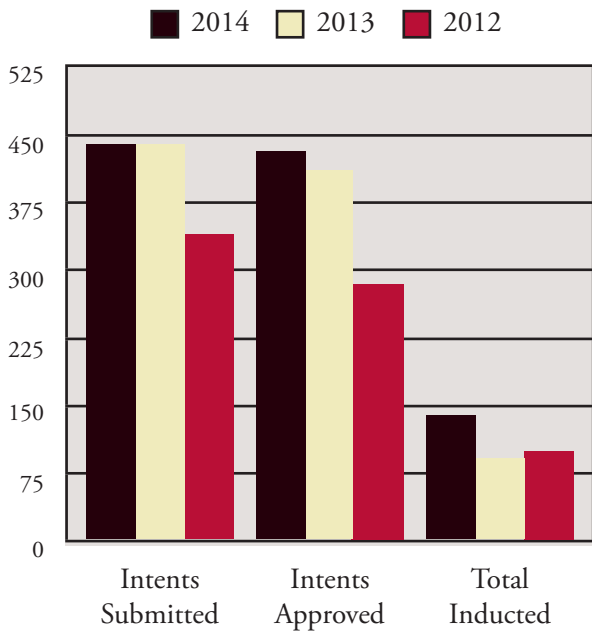
Career Portfolio winners pictured from left to right: Scott Pollenz, Amanda Cleveland, Megan Federico, and Melanie Murata.

# Garnet & Gold Scholar Society



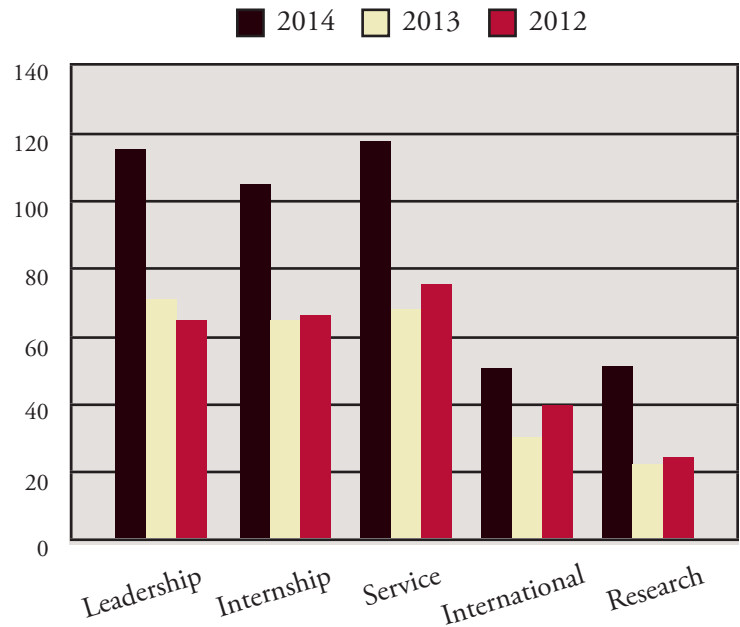
## Student Engagement

	2014	2013	2012	2011	Total
Intents Submitted	448	449	334	331	1,562
Intents Approved	441	414	283	307	1,445
Total Inducted	145	85	89	46	365



## Completions by Engagement Area

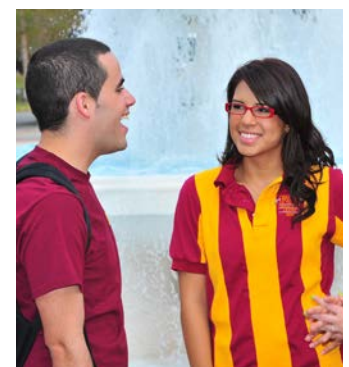
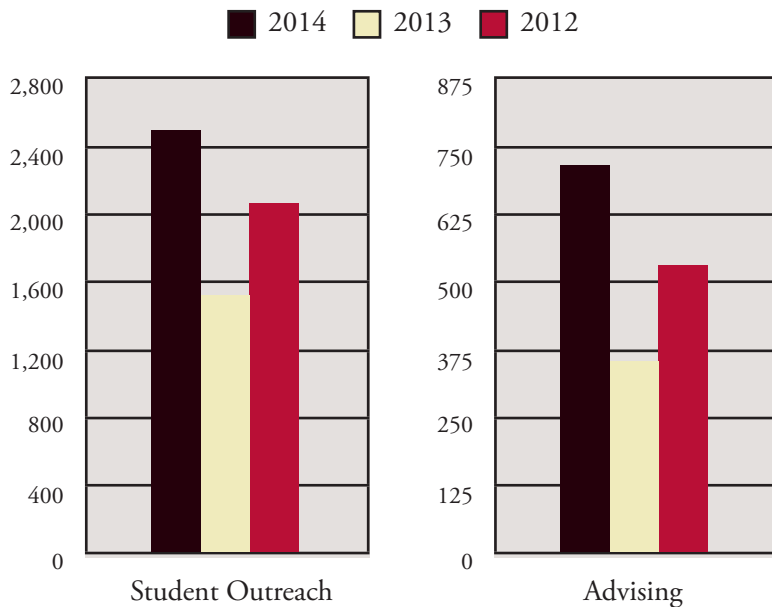
	2014	2013	2012	2011	Total
Leadership	114	71	63	36	284
Internship	104	63	64	39	270
Service	119	66	76	34	295
International	48	32	40	17	137
Research	50	23	24	12	109



## Promotion/Marketing

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

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

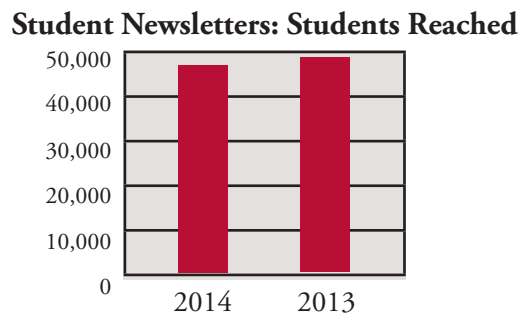
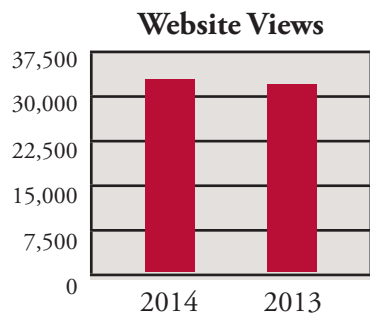
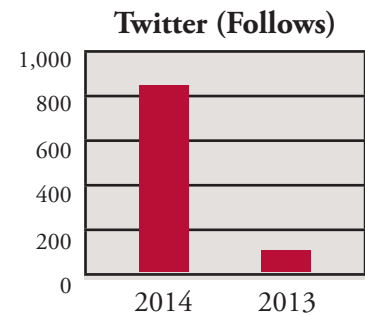
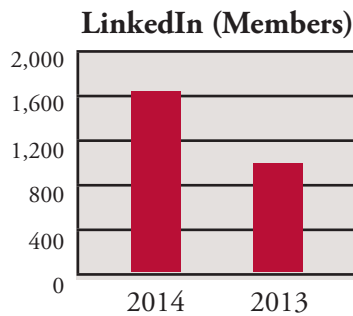
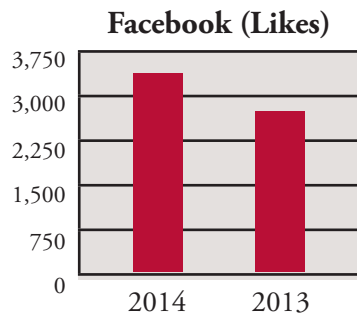


# Marketing and Social Media Engagement

## Engagement with Students and Employers

Outlets	2014	2013
Facebook (Likes)	3,324	2,752
LinkedIn (Members in Group)	1,616	1,043
Twitter (Follows)	855	111
Instagram (Follows)*	136	N/A
Pinterest (Follows)*	22	N/A
Career Center Website Views (per month)	32,164	31,328
Student Newsletters <i>Reach</i>	37 newsletters; 47,521 students	40 newsletters; 49,995 students
Faculty/Staff Newsletters <i>Reach</i>	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.



# Graduating Senior Survey

## General Information for All Colleges

Graduating seniors were asked to complete an online survey regarding their post-graduate plans during April 2014. 7,166 graduating seniors from Summer 2013, Fall 2013, and Spring 2014 completed the survey, which represents over 89% 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	61.8
Participated in community service	65.7
Employed part-time, off campus	56.9
Completed an internship, practicum, field experience, or clinical assignment	58
Participated in intramural sports	38

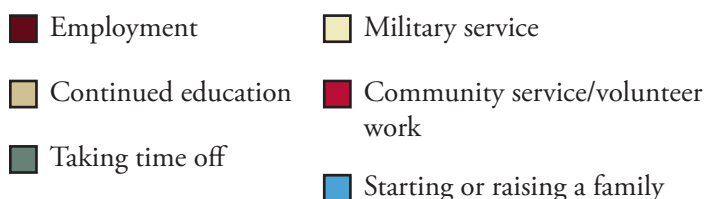
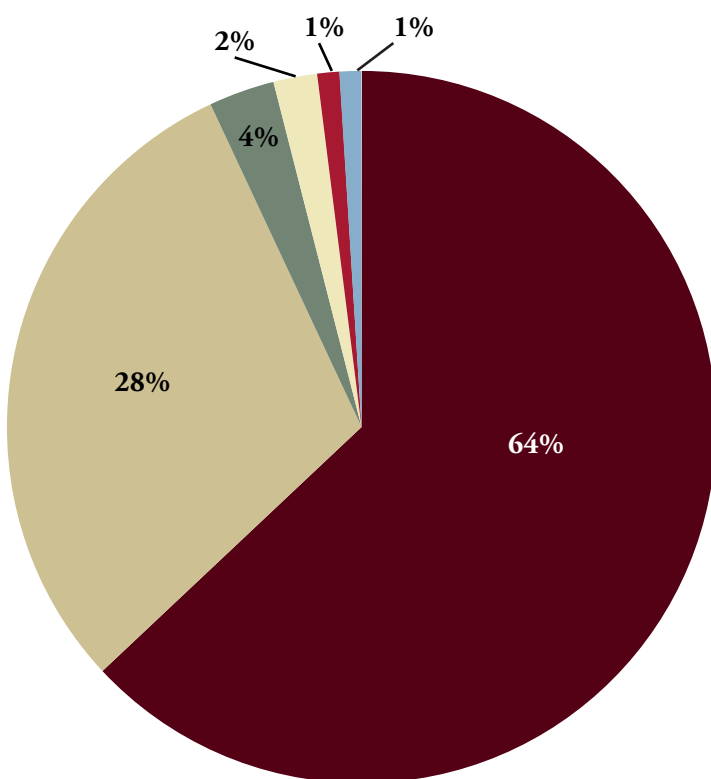
### Employment Status

	%
Seeking employment	61.9
Have one or more job offers	70.1

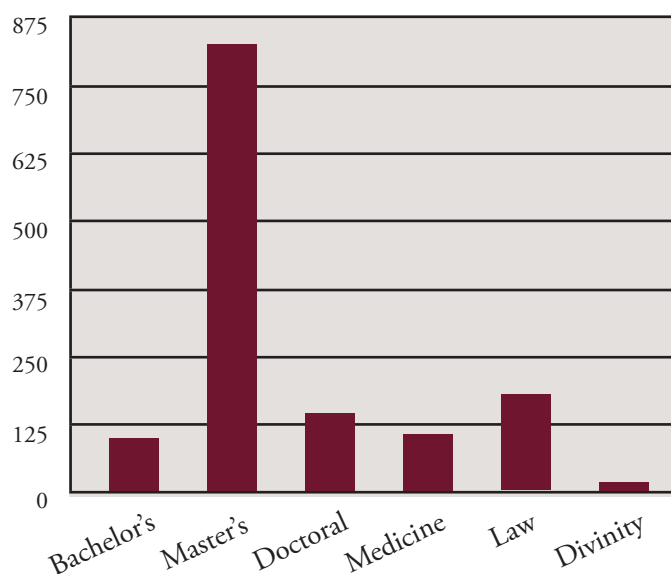
### Classification of Employed Students

	%
Full-time employment	83.8
Employment related directly to major	69.6
Employment requires a college degree	64.7
Employed in Florida	74
Employed out of state	26
Self-employed	2.1

### Primary Plans after Graduation



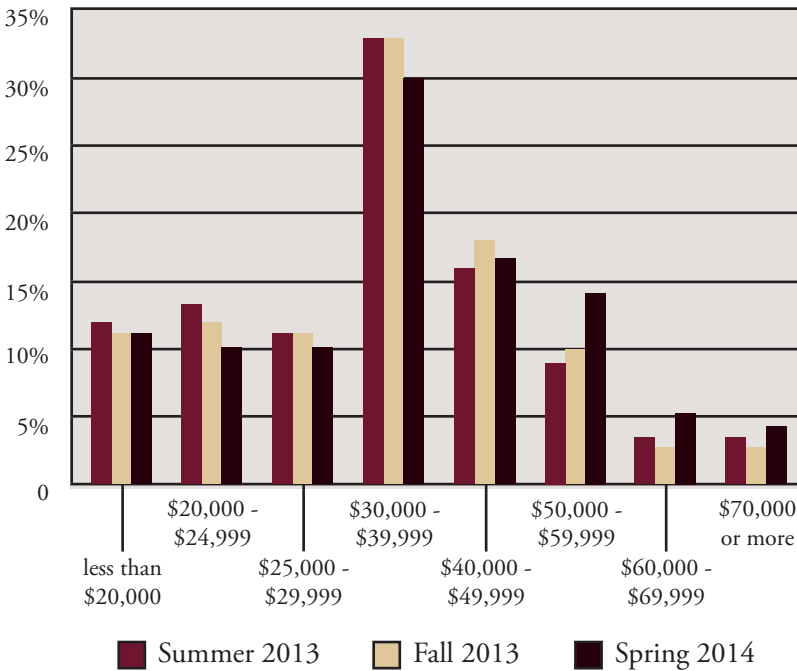
### Degrees that FSU Graduates are Pursuing



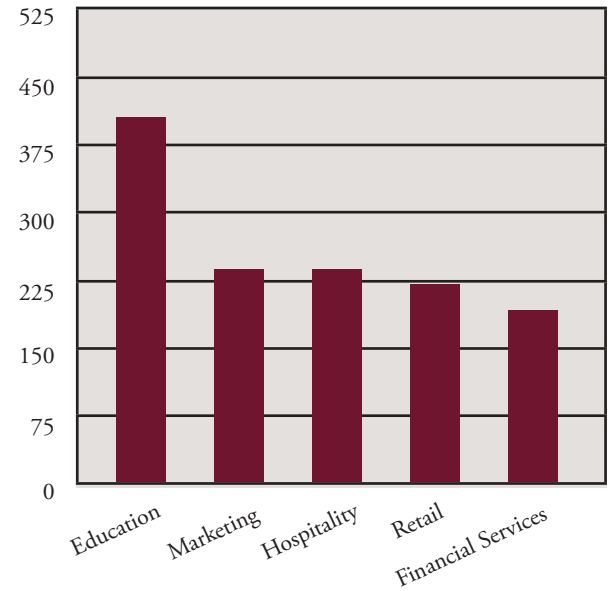
### Top 5 Graduate or Professional Schools

- |                               |                                    |
|-------------------------------|------------------------------------|
| 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

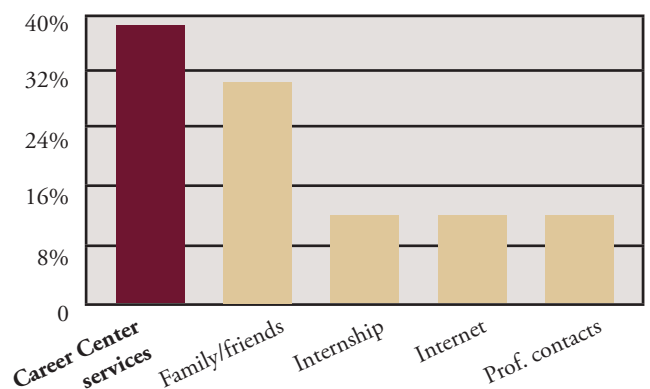


	less than \$20,000	\$20,000 - \$24,999	\$25,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$69,999	\$70,000 or more
Summer 2013	12%	13%	11%	33%	16%	9%	3%	3%
Fall 2013	11%	12%	11%	33%	18%	10%	2%	2%
Spring 2014	11%	10%	10%	30%	17%	14%	5%	4%

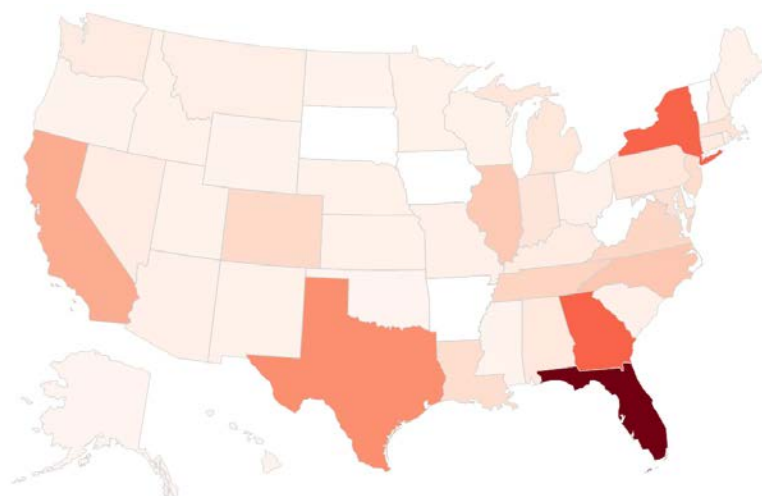
## How Seniors Found Employment Opportunities %

Career Center services	38.1
Family/friends	30.9
Internship	12.6
Internet	12.5
Professional contacts	12.5

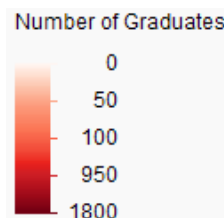
## How Seniors Found Employment Opportunities



## 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 1,900 of FSU's graduates are staying in Florida, members of the class will be living in 32 different countries and 44 states.





# Accomplishments



## Embedded Career Liaisons

In response to the University's graduate success initiative, The Career Center welcomed seven Career Liaisons on June 6, 2014. Embedded in academic units, **Career Liaisons increase student engagement in experiential learning opportunities, deliver employability skills workshops and events, and link students to local, state, and regional internship employers.** They collaborate closely with unit faculty and academic advisors while leveraging student affairs partnerships.

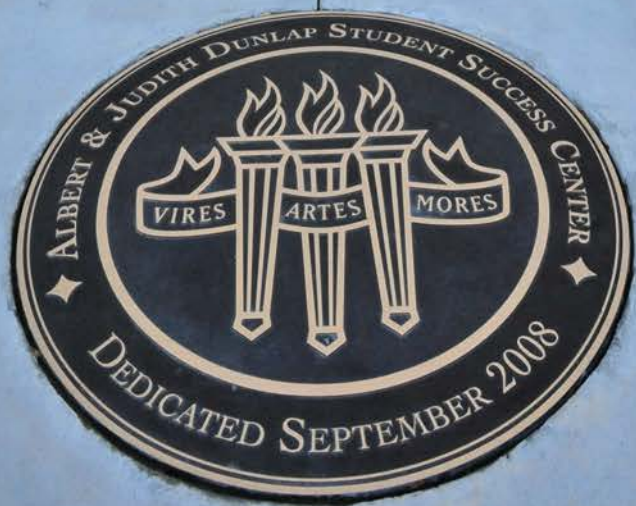
The Career Liaisons serve in a split position, concentrating 20 hours per week on undergraduate majors within their academic unit and 20 hours per week supporting Career Center experiential learning initiatives.

## Student Ambassador Program

The Career Center **launched the Student Ambassador Leadership Program**, which provides a comprehensive student leadership experience that fosters professional and personal development. The program encourages students to create leadership identities as individuals and as members of a team. The Career Center selected 17 Student Ambassadors to serve during Spring 2015 and participate in outreach activities, host employer visits, and market and promote services.

## 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 89% and 34% 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

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The Career Center actively **engages in strategic priorities and liaison goals** to support the University's plan towards preeminence.

## Annual Report

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The Career Center **Annual Report was published and distributed** to Deans, administration, and The Career Center Advisory Board and was provided to prospective students, current students, and family members via The Career Center website.

## Business Partnerships

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Career Center staff **crafted memorandums of understanding with CareerSource (Workforce Florida), Dream Careers (internship provider), and FSU academic units**, increasing internship and full-time job opportunities.

The Experiential Learning team collaborated with FSU's Human Resources Department and the Student Government Association president to **cross-post on-campus part-time jobs**.

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**.

## Training

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The Career Center **hosted the National Society for Experiential Education (NSEE)'s Experiential Education Academy Southern Regional Institute** on July 22 – July 24. Both faculty and career services professionals working as experiential education practitioners from across the Southeast region attended the Institute.

**15 FSU faculty and staff earned the NSEE Experiential Education Academy Certification of Achievement.** Membership in the Academy designates the recipient as a national leader in advancing experiential education as a field and a profession. Taught by faculty thought leaders from around the country, participants learned how to apply experiential components to complement the classroom and examined modern legal issues surrounding experiential learning.

## Visitors

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The Career Center **hosted international and U.S. visitors from educational institutions, as well as employers** seeking to connect to FSU best practices in career services and recruitment. Career Center visitors included staff from the Czech Republic, West Indies, and Korea, and from the Pennsylvania State University, University of Alabama-Huntsville, and Tulsa Community College. Employer visits included upper-level management of employing organizations, including Gartner, Bluegreen Vacations, and NBC Universal, as well as local, regional, and international organizations.

## Career Events

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The Career Center, hosted a **Government and Social Services Career Fair**, which focused on opportunities for students interested in working in the government and social services sectors.

The Career Center **revitalized the Employer-in-Residence program** to increase access to employer partners with students, faculty/staff, and alumni in an environment conducive to their recruiting needs.

The Career Center integrated **employer partners into the career advising 'drop-in' hours** to provide input into resume preparation for FSU students and alumni.

The Career Center co-sponsored the third annual **"Fast to the Future" psychology career exploration event and the first "Fast to the Future" exploration event at FSU Panama City**. These events provided students from various majors the opportunity to explore different career areas in less than 2 hours. These events were attended by over 200 students.

The Career Center hosted **Insurance Days** to provide career opportunities in the insurance industry for FSU students.

## Open Houses

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Career Center staff hosted an open house for the **Center for Academic Retention and Enhancement**, providing an overview of Career Center services and programs. After discussing ideas for collaboration and programming, the CARE staff produced new pathways for engaging in student success both within The Career Center and the new CARE facility.

Career Center staff hosted an open house for the **College of Social Sciences and Public Policy**, providing an overview of Career Center services and programs. After discussing the launch of the new Career Liaisons within academic departments and college-wide initiatives, staff collaborated on programming for the upcoming year.

Career Center staff hosted an open house for the **College Leadership Council leaders and advisors**, providing an overview of Career Center resources and programs. The group discussed ideas for both collaboration and programming and how to increase students' career and employability skills development within their colleges.

## Workshops

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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 resources for exploring majors and occupations.



The Career Center partnered with Junior Achievement Big Bend to co-present the Spring 2014 **Landing an Internship workshop series**. The Career Center partnered with Northwestern Mutual's The Gantt Group to co-present the Fall 2014 Landing an Internship workshop series.

Career Center staff **visited the Panama City campus** to conduct employability skills workshops and Garnet & Gold Scholar Society advising sessions.

The Career Center and the Advising First Center for Exploratory Students partnered to **co-host a series of six career panels for exploratory students** in the Dunlap Success Center: Education & Helping; Communication, Entertainment, & Production; Business-Related Professions; STEM; Law & Liberal Arts; and Health Professions.

## Successful Partnerships

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Career Center staff **collaborated with Center for Intensive English Studies** to establish a workshop for international students to learn about the United States style of interviewing and practice their interviewing skills.

Career Center staff **hosted a 'Lunch and Learn' series** with employer partners E&J Gallo, Enterprise, and Waffle House to introduce their recruiting efforts to FSU faculty and staff.

Career Center staff **created a new marketing campaign, 'Why Recruit at FSU,'** designed to enhance our recruiting platform with current and prospective employers on a local, regional, and national platform.

Staff **traveled to Mississippi State University for training** from one of the country's most-established experiential learning programs.

Staff **co-created an ad hoc informal group of Student Affairs and Academic Affairs Professionals** across campus entitled "PIIE FSU (Professionals Invested in International Education at FSU)" that share high impact experiential learning opportunities across departments and cross-refer to provide maximum professional development for FSU students.

## University-Wide Programs

The Career Center conducted a peer-to-peer review of top 25 public institution career centers and their best practices regarding experiential learning engagement recognition programs and **revitalized two existing recognition programs in order to accommodate all FSU students** taking initiative to complement classroom learning with real-world experience. **The Career Internship Certification Program (CICP) was transformed into the Experiential Certificate Program (ECP).** Following national standards of experiential learning in higher education, ECP eliminated retroactive recognition, requires enrollment in the program to run concurrently with a student's engagements, and incorporates employer feedback. **The University Recognition Program (URP) was revitalized as the Experiential Recognition Program (ERP),** which allows students to earn transcript notation for all forms of experiential learning. Course enrollment is open to all majors and class levels, and experiential learning engagements directly related to a student's intended career path are accepted.

**The Mock Interview Program expanded opportunities for organizations to conduct employer mock interviews.** Aerotek, Aldi, Apple, Auto-Owners Insurance, Enterprise Rent-A-Car, First Investors, FSU Human Resources, FSU Police Department, Grant Thornton, Northwestern Mutual, Macy's, PLS Logistics Services, Target, and Waffle House participated in the program and gave industry-specific feedback for students

to improve their skillset through either half-day or full-day interviews.

**The Garnet & Gold Scholar Society increased the number of students inducted by 70.6 percent and increased the number of Overall Program Advisors by 37.1 percent.** This growth was also represented in the number of Career Center staff involved in the program. Ten staff members served as Area Approvers, 10 staff members served as Overall Program Advisors, and one served as Area Contact for the internship engagement area.

## Advisory Board

The Career Center **hosted local and national employers at a day-long annual Advisory Board meeting.** Members engaged in a University update by Interim Provost Sally McRorie, participated in a student leader panel, attended a discussion on the current employment market for students and recruiters presented by Phil Gardner, the Director of the Collegiate Employment Research Institute at Michigan State University, and toured FSU's Moore Athletics Center.

## Grants or Financial Awards

- Received \$27,500 from the student technology fee to pay the license fee for the SeminoleLink Career Services Manager.



# Tony DiBenedetto

## Computer-Assisted Career Guidance Lab



In July 2014, The Career Center received a generous \$100,000 donation from Tribridge Chairman and CEO Tony DiBenedetto. The Career Center dedicated and named a computer-assisted career guidance lab in honor of Tony DiBenedetto during a ribbon-cutting ceremony.

The lab allows students to perform a variety of career-related activities, such as researching majors and occupations, updating résumés and cover letters, and searching for jobs and internships.

DiBenedetto, a Florida State alumnus, was joined at the ceremony by Career Center Director Myrna Hoover, Vice President for Student Affairs Mary Coburn, and Career Center Advising and Counseling Program Director Casey Dozier. In addition, several Career Center employer partners participating in a Career Center Advisory Board meeting also attended the ribbon-cutting ceremony.

## Diversity and Inclusion

The Career Center supports and promotes diversity and inclusion by:

- Providing Seminole Success Night: A Celebration of Leadership & Diversity and Veterans Networking Night;
- Offering career information from alumni with diverse backgrounds through ProfessioNole;
- Promoting our diverse student population to prospective employers;
- Providing diversity training to Career Advisors and Mock Interview Mentors;
- Connecting career services and employment opportunities to students with disabilities;
- Maintaining a recruitment process that is fair, equitable, and accessible to all;
- Ensuring that reasonable accommodations are available so that students can effectively utilize Career Center services.

**Victor Martinez** served on FSU's Division of Student Affairs Diversity and Inclusion committee.

**Kelvin Rutledge** served on the Southern Association of Colleges and Employers (SoACE) Diversity and Inclusion committee.

**Erin Keenan and Charlie Ricker** facilitated a SoACE Diversity Dialogue: Preparing Students with Disabilities for the Work Force.

## Additional Highlights

**Career Center and Tech Center staff** submitted a proposal to host the 2016 Society for Vocational Psychology Conference and the proposal was accepted. **Janet Lenz** is serving as the conference committee chair.

**Mary Buzzetta** was selected as a member of the NCDA Leadership Academy Class of 2014-2015.

**Tracey Dowling** served as Professional Development Advisor for the Beta Gamma Chapter of Zeta Tau Alpha at Florida State University.

**Tracey Dowling** became a Garnet & Gold Scholar Society Overall Program Advisor.

**Tracey Dowling and Leslie Mille** co-hosted a University of the West Indies intern.

**Casey Dozier** became a pre-law advisor for FSU undergraduate students.

**Katie Finney** was awarded the “New Employee of the Year” award by the Division of Student Affairs.

**V’Rhaniku Haynes** served on the Florida State University Sexual Misconduct Curriculum Development Committee.

**V’Rhaniku Haynes** served on the Florida Association of Colleges and Employers (FloridaACE) Communication and Outreach Committee and the Conference Sponsorships and Exhibits Committee.

**V’Rhaniku Haynes** served as the co-chair for the SoACE Employer Relations Knowledge Group Summer Summit.

**V’Rhaniku Haynes** established and implemented The Career Center Student Ambassador Program.

**Myrna Hoover** began serving on the University’s Quality Enhancement Plan Committee.

**Myrna Hoover** provided an external review for Career Services offices at University of Tennessee Knoxville and at North Carolina State University.

**Leslie Mille** was awarded the “Uphold the Garnet and Gold” award by the Division of Student Affairs.

**Debra Osborn** was honored by the American Counseling Association as an ACA Fellow.

**Charlie Ricker** served as the faculty/staff advisor for Phi Gamma Delta fraternity.

**Kelly Riser** was awarded the “Star Award” by the Division of Student Affairs.

**Kelvin Rutledge** served as an advisor for Omega Phi Beta Sorority, Inc. and an Overall Program Advisor for the Garnet and Gold Scholar Society.

**Kelvin Rutledge** served on the American College Personnel Association (ACPA) Pan African Network as a Directorate Board Member and as a member of the 2016 Career Central Convention Planning team. He additionally was elected to become a Directorate Board Member for the Commission for Career Services.

**James P. Sampson, Jr.** was elected as a Fellow of the American Psychological Association.

**Martha Skipper** was awarded the “Silent Superlative” award by the Division of Student Affairs.

**Austin Townsend** served as the chapter advisor for Phi Mu sorority.

**Megan Waldeck** served as both the Professional Development Director and Secretary for the Florida Association of Colleges and Employers (FloridaACE).

# Partnerships

## College of Applied Studies (Panama City Campus)

*Liaison: Myrna Hoover*

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Career Center staff presented a **Fast to the Future Career Networking Event** that provided students opportunities to network with professionals in their chosen career field.

Career Center staff provided **workshops and Garnet and Gold Scholar Society advising** and hosted a table to answer career-related questions for students at FSU Panama City.

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

## College of Arts and Sciences

*Liaison: V'Rhaniku Haynes*

*Embedded Career Liaisons:*

*Austin Townsend (English)*

*Megan Waldeck (Psychology)*

*Rob Morris (Florida IT Career Alliance)*

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Career Center staff attended the **Psychology Undergraduate Research Day**.

Staff conducted **career-focused presentations** to students in Actuarial Science; Biology; Earth, Ocean, and Atmospheric Science; Mathematics; Modern Languages; Philosophy; and Psychology Departments.

Workshops were presented, such as **Applying to Graduate School: What Programs are Right for You & What Should You Be Doing Now?**

The Career Center **partnered with the English Department Internship Coordinator** to present resume writing and internship search workshops for English majors.



The Career Center **collaborated with the FAMU/ Florida IT Career Alliance Career Advisor** to promote events and services to all Florida IT Career Alliance students and employers from Florida.

Staff **sponsored a “What Can I Do with a Liberal Arts Degree” panel** to increase students’ awareness of options and contribute to the graduate success initiative.

## College of Business

*Liaison: Calvin Williams*

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Thirteen sections (399 students) of **Business Communication classes were hosted** at The Career Center during the spring and fall semesters. The students attended a workshop specifically designed to help them successfully navigate Career Center services.

Career Center staff **facilitated the Real Estate Trends ‘Speed Networking’ event** for 21 employer partners and 120 Real Estate students during the 2014 Real Estate Conference held in the University Center in November. The event allowed students to meet potential employers in their field of study.

Career Center staff **attended and briefed at the 2014 Professional Advisory Board meeting** for the Department of Accounting to update board members on hiring trends, new policies, and upcoming events.

**A resume rubric was created** by Career Center staff to provide a benchmark standard for SeminoleLink Plus! services to align with faculty/staff, employer partners, and Career Center initiatives.

Staff **briefed College of Business Executive Committee members** on Career Center initiatives and partnerships.

The Career Center provided structure for the College’s **Professional Mentorship Program** through the Surveys and ProfessoNole tabs in SeminoleLink.

## College of Communication & Information

*Liaisons: Carolyn Barringer and Katie Finney*  
*Embedded Career Liaison:*

*Rob Morris (Florida IT Career Alliance)*

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Liaisons worked with faculty members to **schedule guest lectures for capstone courses**, COM 3070 - Careers in Communication and LIS 4708 -

Perspectives in IT. Students completed mock interviews, Career Center tours, and a scavenger hunt in the Career Center Library.

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.

Staff **used ProfessoNole to create a mentorship program** for students.

Staff scheduled and conducted **outreach workshops** highlighting Career Center services and employability skills, including the Don’t Cancel Class Campaign, The IT Factor: Writing An Effective Resume, Employers Explain IT All, and Here, There, & Everywhere: Looking Beyond IT companies.

## College of Criminology & Criminal Justice

*Liaison: Katie Dean Williams*

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Career Center staff **scheduled and conducted outreach workshops, presentations, and programs** regarding experiential learning, Career Center services, and employability skills, including Alumni and Friends: Career Spotlight, What Can I Do with a Major in Criminology Besides Public Safety?, and How to Prepare for the Criminology Internship Fair.

The Career Center **hosted the Criminology Internship Fair** in the Dunlap Success Center.

Staff developed materials, services, and programs tailored to the College and **cultivated relationships with employers** to expand experiential and employment opportunities for FSU students.

## College of Education

*Liaison: Jim Allen*

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The Career Center assisted, hosted, and collaborated with the growth, development, and marketing of the **Education and Library Career Fair** through workshops, including Becoming a Teacher and Certification and Employment in Florida.

Staff provided support, a Career Center overview, and **resources to 30 students in the Sport Management Professional Development course** (SPM 5907) through presentations and curriculum suggestions.



## College of Engineering

*Liaison: Melissa Forges*

*Embedded Career Liaison:*

*Rob Morris (Florida IT Career Alliance)*

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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.

Staff presented at the **Mechanical Engineering Advisory Council Meeting** to advise hiring engineers how to connect with students at the College of Engineering utilizing the various recruiting resources provided by The Career Center, including but not limited to SeminoleLink, career fairs, and information sessions.

## College of Human Sciences

*Liaison: Heather Scarboro*

*Embedded Career Liaison:*

*Victor Martinez (Nutrition, Food, and Exercise Sciences)*

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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 “best fit” student interns.

Staff organized an **Open House for the College of Human Sciences** for targeted departmental faculty and staff in The Career Center to promote major-specific services and resources.

Staff **collaborated with the CHS Academic Affairs Coordinator** to implement #HireANole and develop a College and Department hashtag for use on social media to promote experiential learning opportunities.

Staff **developed and executed workshops** on careers in holistic health, using social media outlets to brand your skills, exploring careers in the sports industry, careers outside of healthcare, and personal statement writing.

## College of Law

*Liaison: Casey Dozier*

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Career Center staff **conducted workshops** on resume writing and business etiquette and **hosted Career Center tours** for FSU students interested in law school.

Career Center staff **provided ongoing assistance for students planning for a law career** or applying to law school through pre-law advising, presenting workshops, and attending Law School events.

## College of Medicine

*Liaison: Kristin Zaideman*

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Career Center staff **attended the Open House** for the new Department of Behavioral Sciences and Social Medicine.

Career Center staff **presented “How to Write a Medical CV”** to 150 medical students.

## College of Motion Picture Arts

*Liaison: Amanda Sargent*

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Career Center staff completed a full **revision of the Film Matching Majors to Occupations** handout.

Staff continued to **disseminate Career Center resources, internship opportunities, and event information** to the College.

## College of Music

*Liaison: Amanda Sargent*

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A **workshop was conducted** on interviewing and professional document writing for students in the Graduate Arts Administration program.

Career Center staff **made additional contacts** with faculty, Advising First, and College of Music administration.

## College of Nursing

*Liaison: Casey Dozier*

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Career Center staff and College of Nursing personnel **hosted a Health Professions Career Fair**.

The Career Center continually communicated with the College of Nursing staff about upcoming events,

employers on campus, and opportunities available to Nursing students.

## College of Social Sciences and Public Policy

*Liaison: Kelvin Rutledge*

*Embedded Career Liaisons:*

*Erin Keenan (Interdisciplinary Social Science)*

*Charlie Ricker (Political Science)*

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Career Center staff **presented at the Graduate Student Orientation** about services, programs, and options for new students.

Staff developed and conducted collaborative **workshops for the Center for Demography and Population and the Department of Urban and Regional Planning.**

Career Center staff reached out to 25 student organizations to advertise and promote career-related workshops, which included a **“How to Talk to Employers About Your ISS Major” workshop.**

Staff hosted an **Alumni Networking Event** for College of Social Sciences and Public Policy students.

Staff secured and proctored **an information session with the Governor’s Internship Program.**

## College of Social Work

*Liaison: Tracey Dowling*

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Career Center staff consulted with the College of Social Work in implementing the **Experiential Learning Module** within Symplicity’s multi-school environment.

A **job search strategies workshop was conducted** for social work seniors in their last semester completing their practicum experience.

## College of Visual Arts, Theatre, & Dance

*Liaison: Emily Kennelly*

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The **Matching Majors to Occupations handouts were updated** in collaboration with department chairs for Art/Arts Administration, Dance, Interior Design, and Theatre.

Career Center **staff presented three career preparedness workshops** to the Theatre Culminations course.



The Career Center **hosted a tour and scavenger hunt** for each of the Art Success Strategies courses in the spring, summer, and fall semesters.

## Graduate School

*Liaison: Janet Lenz*

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

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 collaborated with the Graduate School in planning and implementing the **Think Graduate School event** by assisting with the design and development of promotional materials and offering a workshop on writing a personal statement.



## Alumni Association

*Liaison: Leslie Mille*

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Career Center staff **participated in business networking events in Orlando, Jacksonville, and Tallahassee**, Florida, where area business owners, FSU executives and leaders, and members of the FSU Alumni Association could learn about The Career Center, network, and find out what talent and other resources FSU has to offer to help them grow and succeed.

The Alumni Association is now a partner in The Career Center's **Financial Workshop Series**, providing the refreshments for students attending each session.

## Athletic Department

*Liaison: Janet Lenz*

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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.

Staff worked with the Athletic Department's Director of Student Services to create an **internship slot for a second-year career counseling student** to provide additional services to student athletes.

Career Center staff co-presented a session entitled: Charting your game plan for the future: **Effective strategies for working with college student athletes**, at the National Career Development Association Global Conference, Long Beach, CA.

## Advising First/Undergraduate Studies

*Liaison: Emily Kennelly*

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Career Center staff **collaborated on annual revisions of Choosing a Major guide, Career Clock, and other advising-related publications**. Staff partnered with Advising First and Exploratory Center staff to update and publish the Choosing a Major guide.

Staff continued to facilitate, evaluate, and improve **Pizza and a Major, Exploratory Panels, Student Success Conference, Meet Your Advisor**, and other joint programming.

Career Center staff shared information and best practices at an **advisor training meeting**.

## Center for Academic Retention and Enhancement

*Liaison: Kelvin Rutledge*

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**Monthly meetings** with the Associate Director for Collegiate Programs were held to develop year-long strategies and initiatives for the 2014-2015 year.

Career Center staff participated in year-round engagement events, such as the **Student Involvement Fair, Class General Assembly Meetings, and Summer Bridge Program** workshops and lunches.

Staff developed and presented a **professional development session for CARE Lab student shift leaders** on management and supervision.

## Center for Global Engagement

*Liaison: Carolyn Barringer*

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The Career Center coordinated the schedule for the **employment workshop** and recruited 3 presenters for break-out sessions on the following topics: How to Get a Job and How to Market Yourself. The workshop was attended by more than 75 international students.

Career Center staff worked with a Center for Global Engagement staff member to set up **resume critique and job fair preparation workshops** for 24 students from the Brazil Scientific Mobility Exchange Program.

The Career Center **promoted information on Center for Global Engagement programs**, including the Global Partners Certificate, Global Café, Beyond Borders, and International Education Week.

As part of International Education Week, The Career Center **participated in the panel on “Opportunities for Global Engagement Abroad and On Campus,”** to represent the wide variety of opportunities for intercultural experiences that exist through FSU.

## Center for Leadership and Social Change

*Liaison: Tracey Dowling*

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Staff **co-hosted the Volunteer Coordinator from Big Bend Goodwill** to discuss experiential learning best practices and recruiting FSU students.

The CLSC Engagement Cluster lunched with The Career Center Experiential Learning Team to build **cross-promotional opportunities** to engage FSU students in experiential learning.

The **CLSC’s Student Newsletter** created space to highlight Career Center events.

## Dean of Students Department/First Year Outreach

*Liaison: Leslie Mille*

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Career Center staff presented to new students and their family members at 88 **Orientation sessions**.

Staff participated in **New Student and Family Programs FSUchat program**, answering questions for students and family members about job searching.

Staff **presented a “Realistic Self-Appraisal” professional development session** to Oglesby Union student employees focusing on how students can use feedback from their supervisors/advisors to improve on their challenges. The session helped students understand transferable skills and the importance of articulating how their organization or department has benefitted them.

Staff **coordinated trainings** for 7 new staff from offices across the division to encourage utilization and effective campus service referrals.

Career Center staff **attended the Sexual Assault: Fact and Fiction event** with guest speaker Ms. Jennifer Dritt, Director of the Florida Council on Sexual Violence Prevention.

## International Programs

*Liaison: Kristin Zaideman*

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Career Center staff **conducted career-related workshops/presentations**, such as Career Center overview, resume/CV writing, personal statement, interviewing, etc. for student organizations and classes.

Staff coordinated with International Programs for the international internships portion of the **“Opportunities for Global Engagement Abroad and On-Campus” panel discussion** for International Education Week.

## Veterans Center

*Liaison: Jim Allen*

The Career Center facilitated **Veterans Networking Night** in September 2014. 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 provided a Career Center overview to **FSU Veterans Center Director's SDS course for student veterans** and toured them around the facility.

The Career Center continued to **partner on the Capital City Veterans Consortium, Student Veteran Orientation, and graduation events.**

Staff conducted **resume writing and interviewing workshops** in support of 2014 Capital City Veterans Consortium.

## Disability Resource Center

*Liaisons: Erin Keenan and Donna Ruscito*

Career Center staff provided career services to students to include workshops, such as **job searching, resume writing, and a mock phone interview night for students with disabilities.** This series was designed to help students prepare for the Workforce Recruitment Program.

Staff provided **one advising hour per week** at the Student Disability Resource Center to students with disabilities.

Staff presented an overview of The Career Center to the **National Alliance on Mental Illness.**



# Publications & Presentations

## Publications

- Bertoch, S. C., Foutch, H., McHough, E. R., & **Reardon, R. C.** (2014). Creating and using a database on Holland's theory and practical tools. *Journal of Career Assessment*, 22, (1).
- Dozier, V. C., Sampson, J. P., Jr., Lenz, J. G., Peterson, G. W., & Reardon, R. C.** (2014). The impact of the Self-Directed Search Form R Internet version on counselor-free exploration. *Journal of Career Assessment*.
- Hayden, S.** (2014). Potential risks and interventions to support military personnel and families. In Jackson-Cherry, L., & Erford, B. T. (Eds.). *Crisis intervention and prevention* (2nd ed.) (pp. 327-342). Columbus, OH: Pearson Merrill Prentice Hall.
- Hayden, S. C. W., Ledwith, K., Dong, S., Buzzetta, M.** (2014). Assessing the career-development needs of student veterans: A proposal for career interventions. *The Professional Counselor*, 4(2), 129-138.
- Kennelly, E. L.** (2014, November). Review of the NCDA monograph Clinical supervision of career development practitioners: practical strategies, by Hoppin, J.M., & Goodman, J. *NCDA Career Convergence*.
- Lenz, J. G., & Saunders, D. E.** (2014, Summer). Preparing young people for college and career: A family affair. *Career Developments*, 30(3), 10-12.
- Osborn, D. S., Kronholz, J. F., Finklea, J. T., & Cantonis, A. M.** (2014). Technology-savvy career counseling. *Canadian Psychology*, 55, 258-265.

**Sampson, J. P., Hou, P. C., Kronholz, J., Dozier, V. C., McClain, M. C., Buzzetta, M., Pawley, E., Finklea, T., Peterson, G. P., Lenz, J. G., Reardon, R. C., Osborn, D. S., Hayden, S. C. W., Kennelly, E. L., & Colvin, G. P.** (2014). Annual review: A content analysis of career development theory, research, and practice - 2013. *The Career Development Quarterly*, 62, 290-326.

**Sargent, A. C.** (2014) A proposed guide for assisting veterans in constructing civilian résumés. *Career Planning & Adult Development Journal*, 30 (3), 251-256.

Vuorinen, R., & **Sampson, J. P.** (2014). Policy and practice in career guidance: The perspectives of Professor Tony Watts. *The Journal of the National Institute for Career Education and Counseling*, 33, 24-30.

## Presentations

Berndt, M., Brigham, R. **Hoover, M.**, & Luzader, T. (2014, June). Career services and recruiting for traditional, virtual and self-employment in an era of accountability. Presentation at the National Association of Colleges and Employers (NACE) National Conference, San Antonio, TX.

**Buzzetta, M.**, Foster, M., **Lenz, J. G.**, & Lofton, S. (2014, June). Charting your game plan for the future: Effective strategies for working with college student athletes. Roundtable presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Buzzetta, M., Hou, P. C., Kronholz, J., McClain, M. C., Sampson, J. P., Pawley, E., & Finklea, T.** (2014, June). What's important and what's not: What our journals tell us about our profession, theory, research, and practice. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Finklea, T., & Cantonis, S.** (2014, June). Expanding the career practitioner's suitcase: Incorporating mindfulness-based activities into career counseling. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Fiore, E., & Schaefer, S.** (2014, June). Balancing work and family roles: Strategies for engaging college students in holistic career and life planning. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Harris, K.** (2014, June). Connecting employer relations and career advising. Presentation at the Florida Career Professionals Association (FCPA) Annual Conference, Melbourne, FL.

**Hayden, S. C. W., & Messer, M.** (2014, June). The use of the Self-Directed Search with transitioning veterans. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Haynes, V.** (2014, June) Ways to attract and engage new employers for on campus recruiting. Roundtable facilitator. FloridaACE Conference, Melbourne, FL.

**Keenan, E.** (2014, November). Preparing students with disabilities for the workforce. Diversity Dialogue Webinar. SoACE.

**Kennelly, E. L., & Hayden, S. C. W.** (2014, June). The perceived role of military culture: Preparing the next generation of career practitioners to serve military populations. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Kennelly, E. L., & Ledwith, K.** (2014, June). Best practices for shaping centralized career services in higher education. Roundtable presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

Kettunen, J., Vuorinen, R., **Osborn, D., & Sampson, J. P.** (2014, June). Helping career practitioners make better use of social media in career services. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Kronholz, J.** (2014, June). A sojourn abroad: How an international experience impacts the career decidedness of college students. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

Lara, T., Gibbons, M. M., Roseman, F., Glavin, K., **Hayden, S. C. W.**, Dodson, T., Tate, K., Marco-Scanlon, C., Stoltz, K., & Tang, M. (2014, June). Advocating for the centrality of career in counseling. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Ledwith, K., Lenz, J. G., Reardon, R. C., Fiore, E., & Freeman, V.** (2014, June). A course for student success: Strategies for designing and delivering effective career classes. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

**Lenz, J. G., & Buzzetta, M.** (2014, March). Connecting career and mental health issues: Integrating theory and practice. Preconference workshop for the Society for Vocational Psychology, Division 17, Counseling Psychology in Action Conference, Atlanta, GA.

**Martinez, V., Morris, R., & Williams, K. D.** (2014, December). Mission impossible: Serving as translators between employers and academics. Master class session at the Southern Association of Colleges and Employers (SoACE) Regional Conference, New Orleans, LA.

**Pawley, E., & Jean, R.** (2014, June). A positive prognosis: Effectively assisting cancer patients in career decision making. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.

Phillips, J. C., Parent, M. C., **Dozier, V. C.**, & Jackson, P. (2014, May). The relationship between multicultural discussions and clinical supervision outcomes. Poster presented at the American Psychological Association (APA) Annual Convention, Washington D.C.

**Rutledge, K.** (2014, February). Greek council leader today, career skills tomorrow. Presented at the Southeastern Interfraternity Conference, Atlanta, GA.

**Rutledge, K.** (2014, February). When keeping it real goes right: Managing Greek community conflict. Presented at the Southeastern Interfraternity Conference, Atlanta, GA.

**Rutledge, K.** (2014, May). I'm doing WHAT now: Managing, supervising, advising, & mentoring in career services offices. Presented at the Florida Association of Colleges and Employers Annual Conference, Melbourne, FL.

Venable, M., & **Osborn, D.** (2014, June). Map your social media strategy beyond the big 3. Presentation at the National Career Development Association (NCDA) Global Conference, Long Beach, CA.





## Visitors

**The Apple Worldwide Corporate Recruiting Team** visited The Career Center in January, and staff successfully built a campus partnership for virtual part-time employees. Apple is very selective in building campus partnerships and currently only has partnerships with 15 universities across the United States.

**Jodian Campbell** joined The Career Center in February as an intern from the **University of the West Indies**. Jodian conducted research on career services, specifically on the perceptions of senior students who participate in the job shadow program, as it relates to developing their employability skills or work competencies.

**Barry Bram**, Director of Leadership at the **Pennsylvania State University**, visited The Career Center and the Center for Leadership and Social Change in February to gain insight into programming and services and to share best practices.

**Kelly Cothran**, Assistant Director for the Student Success Center, **University of Alabama-Huntsville Career Center**, visited The Career Center in May to observe career advising practices, learn more about experiential learning programs, and meet with staff.

**Dr. Donghyuck Lee**, Associate Professor in the Department of Education/College of Education, **Konkuk University, South Korea**, joined The Career Center in June as a Visiting Research Associate in the Center for the Study of Technology in Counseling and Career Development. Dr. Lee collaborated with staff on a comparison analysis between U.S. and Korean data on negative career thoughts.

**Eunice Tarver**, Director of Student Development at **Tulsa Community College**, visited The Career Center in June to learn more about The Career Center's services, specifically in regards to veterans, experiential learning, and job shadowing.

**Kathryn Joiner**, Internship Coordinator for **Tallahassee Lending Consortium**, visited The Career Center in September to discuss best practices for building and maintaining a successful internship program.

**Campus recruiters** from the **National Basketball Association (NBA)** visited The Career Center in September to discuss building a talent pipeline for their national internship program.

**Eliška Gončarová**, Manager, and **Radoslav Pittner**, Business Development Manager, from **Masaryk University Career Center, Czech Republic** visited The Career Center in October to look at best practices and learn more about Career Center programs and services.

**Eric Normington**, CEO, and **Hannah Esposito**, Campus Recruiter, of **Dream Careers** visited The Career Center in October.

**AFLAC National Sales Recruiter Paola Machado** came on campus in October to present FSU student Jonathan Millwood with a check for a \$5,000 cash scholarship for placing 2nd nationwide in their internship contest.



# 2015 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.

## University-Wide Programs

- Continue to collaborate with Institutional Research to disseminate the Graduating Senior Survey and follow-up data to University and employer constituents through The Career Center Annual Report, Dean's Briefs, and The Career Center Advisory Board.
- Continue to promote ProfessionNole by implementing a new marketing campaign through increased emphasis on career fairs, on-campus interviewing, parents' orientations, alumni association mailings, and LinkedIn.
- Continue to promote 'Why Recruit at FSU?' by implementing a new marketing campaign to increase our on-campus recruiting presence with local, regional, and national employers
- Partner with Workforce Florida, Tallahassee Chamber of Commerce, and SHRM to increase internship and employment opportunities for students.



- Increase employer, faculty, and student participation in the Employer-In-Residence program, designed for employers to provide students professional advice and faculty/staff feedback on students.
- Implement a Student Ambassador program to help support and market Career Center events and provide leadership opportunities for students.
- Implement 'From Nole to ProfessioNole,' a Professional Development Certificate program for students in academic units served by career liaisons and students University-wide.
- Implement Focus 2, a computer-assisted guidance program to assist students in analyzing occupational, educational, and career planning information that provides them career opportunities related to FSU specific majors.
- Implement a Student Employee of the Year Award (SEOTY) program and announce the winner of the award at a university-wide event in April.

### Liaison Related

- Expand Career Liaison roles to include the following academic units: Biology, Economics, Family & Child Sciences, International Affairs, History, Humanities, and Sociology.
- Represent The Career Center at College of Business and Human Science events and programs, e.g., the Real Estate Trends conference, a retail-focused event.
- Provide additional programs and services to distance learning and Panama City campus students.
- Provide pre-law advising and create a pre-law guide for FSU students.
- Collaborate with pre-health advising to integrate career resources into Pre-Med Handbook.
- Collaborate with the Graduate School to help promote FSU graduate programs to undergraduate students and to support efforts to develop a Graduating Destination Survey for advanced degree students.
- Continue to develop joint programming and information resources with Undergraduate Studies and Advising First.
- Continue to host open houses for colleges/ departments and special populations to provide Career Center information and resources.

### Technology Related

- Launch the redesigned Career Center, Portfolio, and Tech Center websites as part of our branding initiative.
- Implement an iPad system for tracking and assessing student engagement in Career Center resources and events.
- Pilot distance learning advising via Live Chat to provide improved delivery of career advising.
- Utilize Instagram and Pinterest to engage students in Career Center programs and services.
- Create and implement 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 four additional Career Liaisons and one career advising and counseling staff person.
- Continue to expand Career Liaisons into academic units within the current colleges for which they serve. Career Liaisons will continue to focus on increasing experiential learning opportunities and developing employability skills for FSU students.
- Hire and train a 20-hour OPS graphic design staff person to support Career Center marketing efforts.
- Hire and train a 20-hour OPS technical staff person to support Career Center systems and technology.
- Market sponsorship and partnership opportunities to employers. Continue to develop proposals with the Foundation for potential donors.
- Create externship funded opportunities for FSU students via partnerships with alumni.
- Provide Safe Zone and Social Justice Training opportunities to staff and graduate students.

## Reporting & Evaluation Related

- Develop procedures for streamlining the Career Guide and individual guides for consistency.
- Provide assessment on institutional effectiveness and Noles Learn Outcomes in the following areas: career advising, workshops, on-campus recruiting, Garnet and Gold Scholar Society, Career Portfolio, mock interviewing, and Employability 101 workshops.
- Implement the new outreach/workshop policies and procedures to include uniformity in content, presentation, and evaluation.
- Provide employer feedback and recruiting trends to the University community.
- Promote The Career Center Advisory Board all-day summer event to Placement Partners and host a staff or administrator from each college in order to increase attendance and provide employer/University engagement.
- Expand the Dean's Brief to provide a three-year review of college/major specific data on career programming and services, as well as Graduating Senior Survey and follow-up data.



# Placement Partners

## Room Sponsors



## Gold Placement Partners



## Garnet Placement Partners

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 Gartner, Inc.  
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 Insight Global, Inc.  
 Lanigan & Associates, PC  
 Northwestern Mutual

Otis Elevator Company  
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