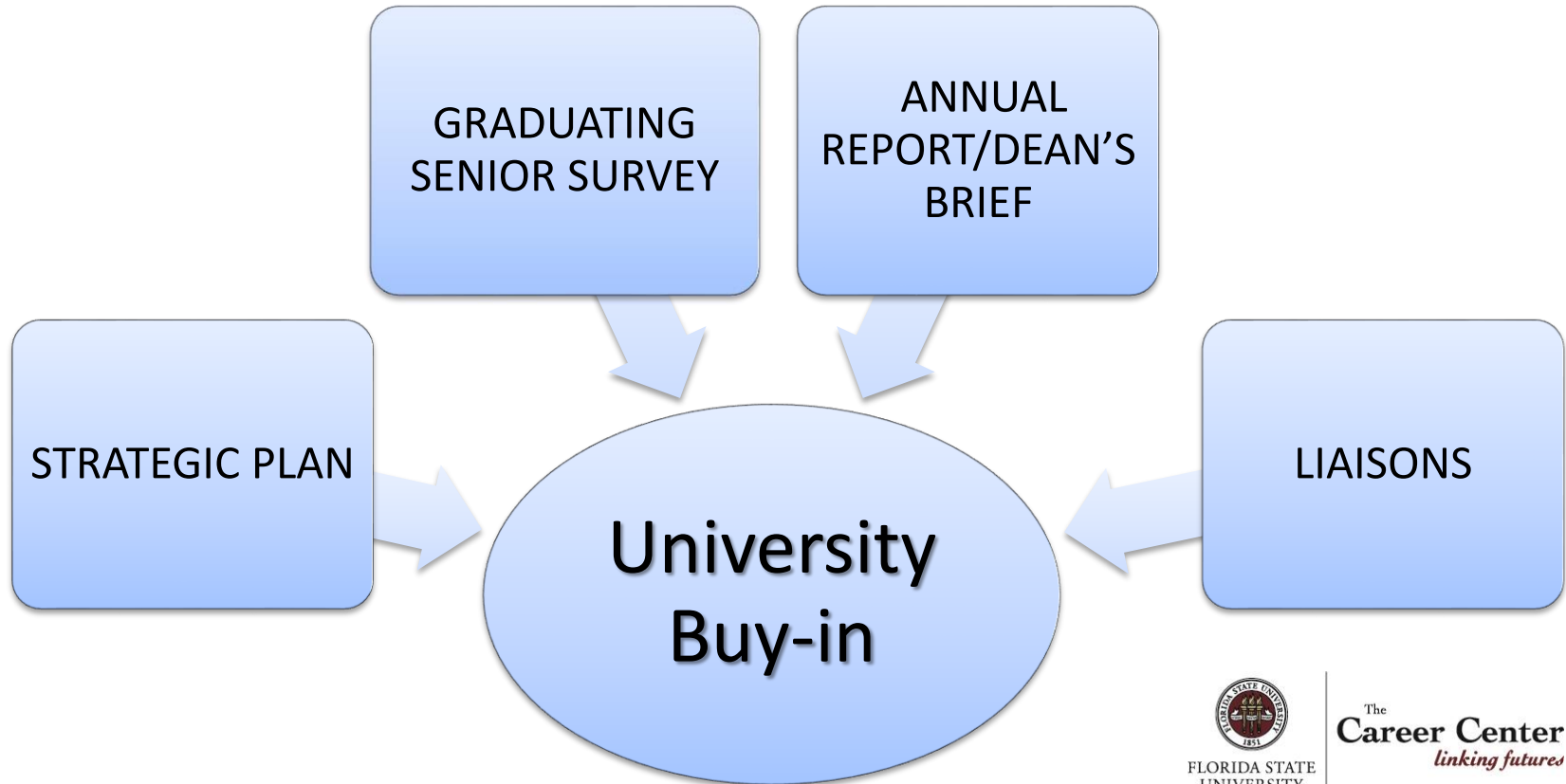


Insights Into an Innovative Response to Performance-Based Funding Initiatives

#elev8cs #NACE2015

Presented by
Myrna P. Hoover, Director
Tracey E. Dowling, Program Director Experiential Learning

Telling the Story



June 2 – 5, 2015

Career & Professional Education Act

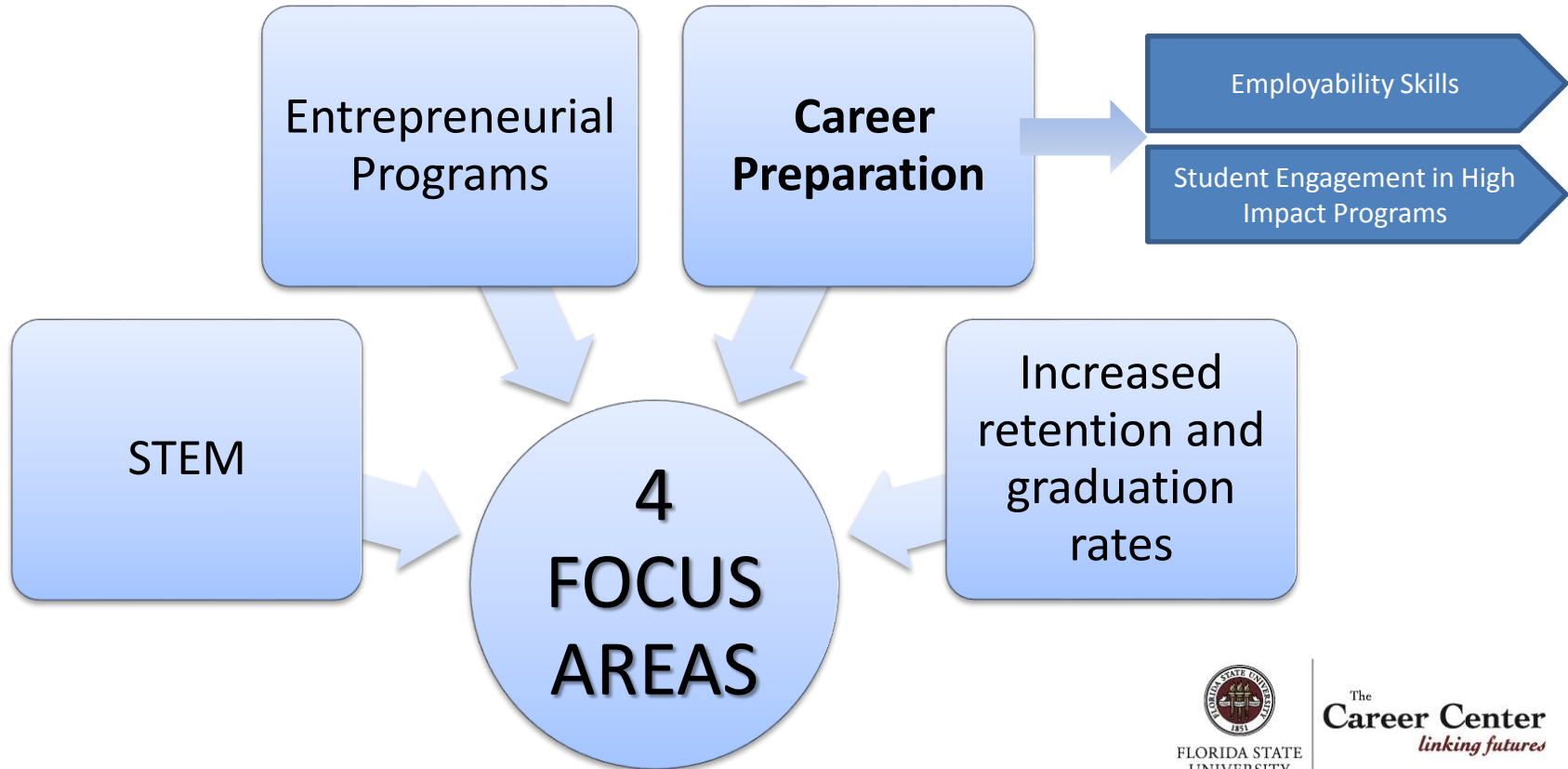
2013

Florida Legislature
passes Career &
Professional
Education Act

- Florida State University designated “pre-eminent” university
- Intention = highly-ranked, nationally competitive university
- Goal = FSU increase ranking to Top 25 Public Universities



Solution



Desired Outcomes

- 1) Maintain and disseminate **graduate success** data
- 2) Create and maintain an informational **website** that promotes graduate success and features our **“success” stories**
- 3) Create and maintain a centralized database for student participation in **experiential learning**
- 4) Increase **career planning activities by 1st and 2nd year students**
- 5) Increase undergraduate **research** opportunities
- 6) Increase **job “pipelines”**
- 7) Increase offerings of **entrepreneurial courses**
- 8) Enhance **career preparation of majors**
- 9) Establish a **Pre-Professional Advising Program** modeled after the Pre-Health and Pre-Law programs



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Career Preparation Action

9 Graduate Success Committees

- Led by Academic Affairs
- Consisted of members from across university



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Funding Appropriations



Entrepreneurs in Residence - \$750k+



Data Analyst - \$50k



Research - \$145k



Career Liaisons - \$500k



Website - \$40k



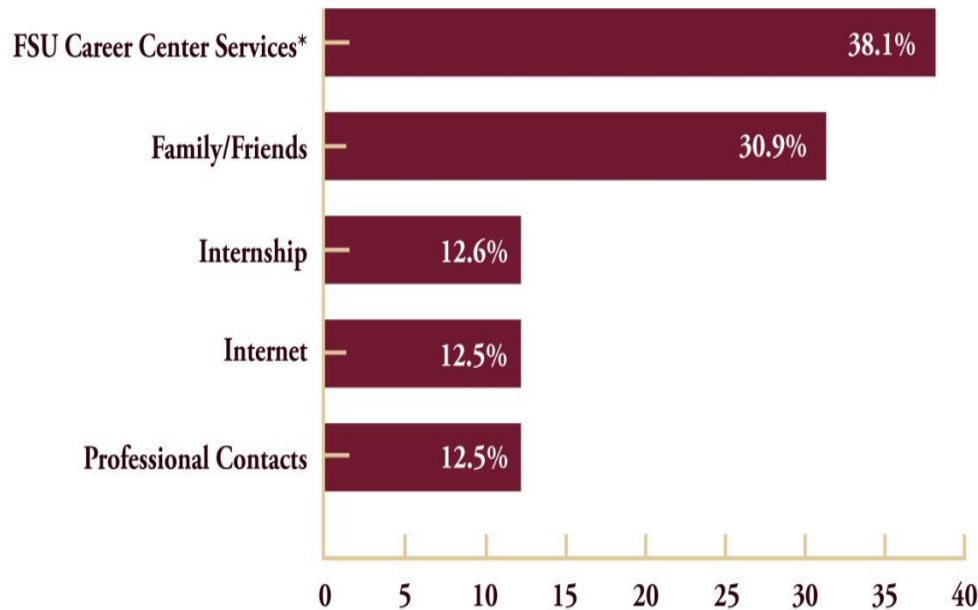
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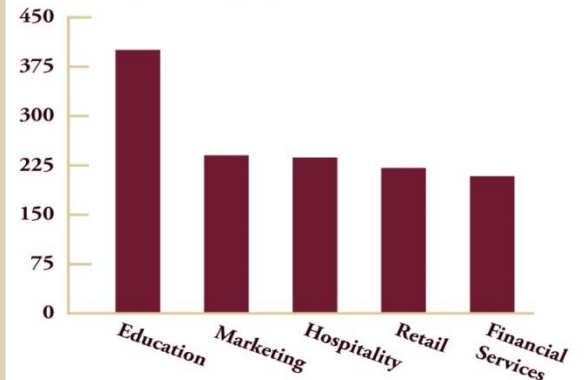
Employment Data

How Seniors Found Employment Opportunities



	Graduates Seeking Employment	Job Seekers with One or More Job Offers
Summer 2013	63.4%	69.5%
Fall 2013	65.8%	69.8%
Spring 2014	60%	70.4%
TOTAL	61.9%	70.1%

Top 5 Employment Industries





Undergraduate Academic Program Guide

[Minors](#) |
 [Certificates/Specialized Studies](#) |
 [Bachelors/Masters Programs](#) |
 [Liberal Studies](#) |
 [View All](#)



Creative Arts



Business & Administration



Communication & Media



Computing & Mathematics



Education & Teaching



Engineering & Technology



Entrepreneurship



Exploratory



Global, Area & Ethnic Studies



Health & Wellness



Human Services



Humanities & Liberal Arts



Interdisciplinary Studies



Law & Justice



Science



Social Science & Policy



STEM
(Science, Technology, Engineering, Mathematics)



Sustainability & the Environment



Trending Majors

Additional Clusters

[Concurrent Degrees](#) |
 [Graduate](#) |
 [Pre-Law](#) |
 [Pre-Med](#)



Alternative Format Available • Revised 3/14

Criminology

This sheet has sample occupations, work settings, employers, and career development activities associated with this major. Some of these options may require additional training and career planning. You are not limited to these options when choosing a possible career path.

Sample Occupations

Adjudicator	Correctional Officer (Federal, State, County)	Fish and Game Warden	Paralegal
Air Marshal	Counselor (Corrections, Family, Juvenile, Substance Abuse)	Forensic Scientist (Arson, Drug Chemist, Firearms, Serologist Technician)	Parole/Probation Officer
Alcohol/Tobacco/Firearms Agent	Court Diversion Specialist	Fraud Analyst/Investigator	Polygraph Examiner/ Operator
Appeals Reviewer	Crime Intelligence Analyst	Graphoanalyst	Postal Inspector
Arson Investigator	Crime Lab Technician	Health Inspector	Prison Case Manager
Bailiff/Bail Bonding Agent	Criminologist	Inspector/Compliance Officer	Private Investigator
Border Patrol Agent	Detective	Judge	Sexual Assault Prevention Educator
Community Relations Worker	Document Examiner	Law Clerk	Sheriff
Computer Crime Specialist	FBI/Secret Service Agent	Law Enforcement Officer	Social Worker
Conservation Officer	Fingerprint Classifier/ Examiner	Lawyer	State Police/Highway Patrol Officer
Consumer Safety Officer	Fire Marshal	Loss Prevention Specialist	Victim Advocate
Corporate Security Specialist		Narcotics Investigator	

Sample Work Settings

Armed Forces	Diplomatic Services/ Embassies	Highway Patrol	Public Defender's Offices
Attorney General's Office	Drill Academies/Boot Camps	Immigration & Customs Enforcement	State Service Agencies
Central Intelligence Agency	Drug Enforcement Agency	Internal Revenue Service	State Attorney's Offices
Community Transition Programs	Drug Treatment Center	Juvenile Detention Center	State Bar Association
Corporate Security Offices	Educational Institutions	Peace Corps	US Department of Justice
Courts (Juvenile, Adult)	Federal Bureau of Investigation	Private Attorney Offices	US Environmental Protection Agency
Crime Labs	Federal Department of Corrections	Private Detective Agencies	US Marshal Service
Crisis Centers	Fish and Game Commissions	Private Security/Surveillance Firms	US Secret Service
Customs & Border Protection		Probation Departments	Victim/Witness Services
			Worker's Compensation Youth Facilities

Sample Employers

A sample of organizations that have hired students with a concentration in criminology:

Federal Bureau of Investigation	Florida Department of Highway Safety and Motor Vehicles	Hillsborough County Sheriff's Office	US Border Patrol US Marshals
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Sample Career Center Library Resources

Sample Books

Career Planning in Criminal Justice.....IIB 33-3000 D4	Opportunities in Federal Government.....IIB 11-1011.01 B3
Careers for Good Samaritans.....IIA CF-G6	Opportunities in Forensic Science Careers.....IIB 19-4092 C3
Careers in Criminal Justice.....IIB 33-3000 S71	Opportunities in Law Enforcement.....IIB 33-3000 S7
Careers in Criminology.....IIB 33-3000 M6	Opportunities in Military Careers.....IIB 55-0000 P2
Careers in Government.....IIB 11-1011.01 P5	Red, White, & Blue Jobs: Finding a Great Job.....VIB2 P3
FBI Careers.....IIB 33-3021.03 A25	Resumes for Social Services Careers.....VA E3
Federal Career Opportunities.....VIB2 U7	The FBI Career Guide.....IIB 33-3021.03 E6
Federal Law Enforcement Careers.....VIB2 M2	The Students' Federal Career Guide.....VIB2 T7
Guide to the Police Officer Exams.....IIB 33-3051 D6	Wadsworth's Guide to Careers in Criminal Justice.....IIB 33-300 W3
Military Careers.....IIB 55-0000 M5	

Self Exploration and Career Information

To explore values, interests, and skills:

Choices Planner
www.flchoices.org

Sigi3
www.career.fsu.edu/sigi
(Obtain a User ID from a Career
Advisor)

To explore occupational outlooks and salaries:

NACE Starting Salaries Survey Data
[www.naceweb.org/salary-resources/
starting-salaries.aspx](http://www.naceweb.org/salary-resources/starting-salaries.aspx)

Occupational Outlook Handbook
www.bls.gov/oooh

Salary.com
www.salary.com

SeminoleLink Plus! Services
www.career.fsu.edu/seminolelink

See additional resources in Career
Center Advising Module Sheets:
[www.career.fsu.edu/advising/
modules.cfm](http://www.career.fsu.edu/advising/modules.cfm)

Sample Websites

Career Opportunities in Criminology & Criminal Justice www.criminology.fsu.edu	Justice Information Center, National Criminal Justice Reference Service www.ncjrs.gov	Official Home of Corrections www.corrections.com
FSU's Chapter of American Criminal Justice Association www.criminology.fsu.edu/p/ student-organizations-lae.php	Federal Job Information, US Office of Personnel Management www.usajobs.opm.gov	US Department of Justice www.usdoj.gov

Sample Professional Organizations

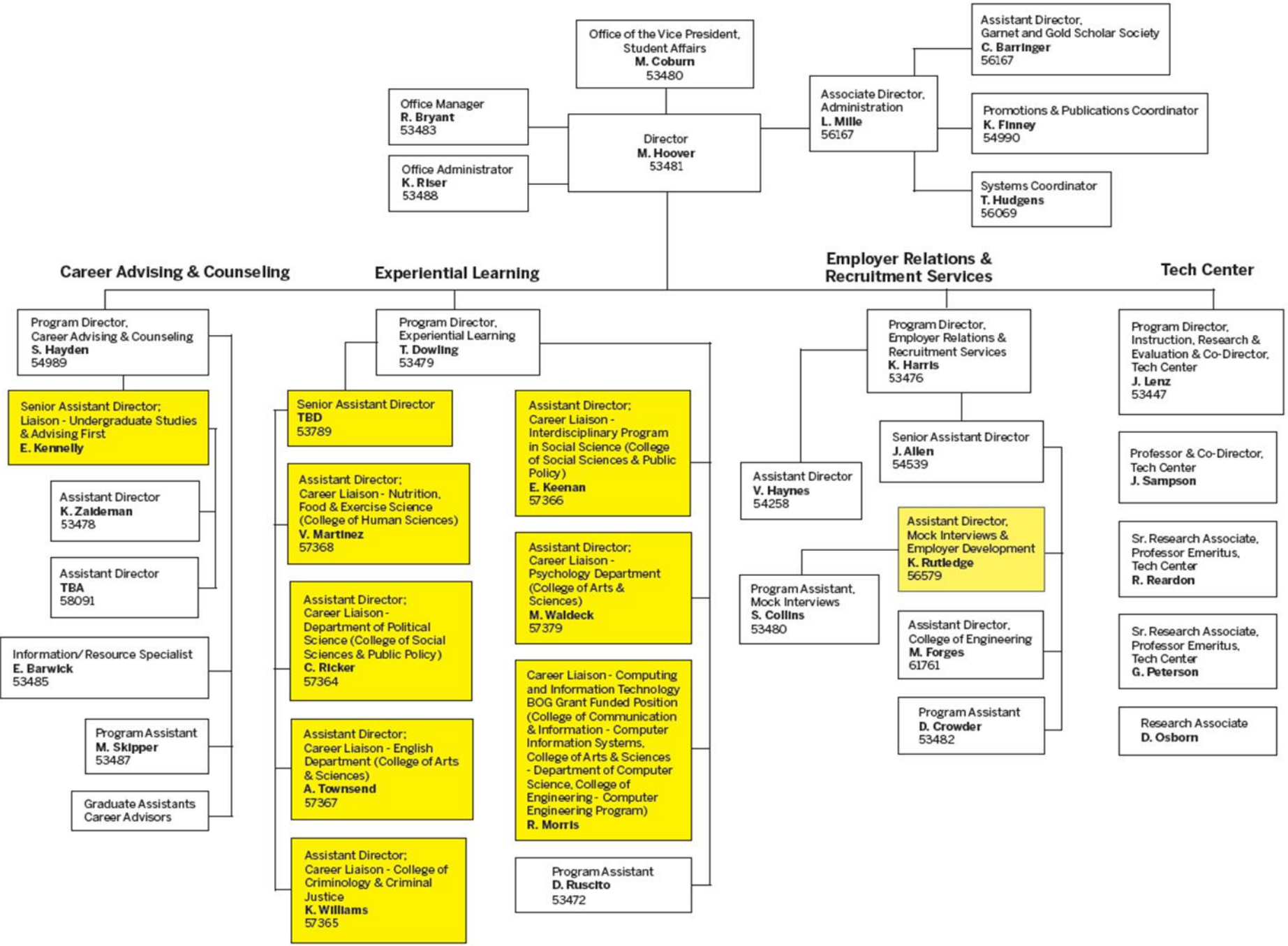
Academy of Criminal Justice Sciences - Alexandria, VA www.acjs.org	American Criminal Justice Association - Sacramento, CA www.acjalae.org	National Council on Investigative & Security Services - Columbus, OH www.nciss.org
American Correctional Association - Lanham, MD www.aca.org	American Society of Criminology - Columbus, OH www.asc41.com	National Criminal Justice Association - Washington, DC www.ncja.org

For other related professional organizations, go to FSU Libraries database at lib.fsu.edu; select Find a Database; search for Gale Databases; choose Associations Unlimited.

Career Center Hires



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Career Liaison Assignments



Academic Unit's chosen based on number of undergraduate degrees awarded

- Psychology
- English
- Food, Nutrition & Exercise Sciences
- Interdisciplinary Social Science
- Political Science
- Criminology & Criminal Justice

Business, Education, Law, Medicine, Nursing, and Social Work excluded due to dedicated staff supporting embedded internship curricula



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Career Liaison Role

Student Contact

Provide advising

Offer presentations

Create campus partnerships

Promote career-related
opportunities

Create customized promotional
items



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Career Liaison Snapshot



- **Erin Keenan** – ISS
– SUNY Buffalo / SUNY Plattsburgh
- **Victor Martinez** – NFES
– Nova Southeastern University / UF
- **Charlie Ricker** – Political Science
– Indiana State University / Indiana State
- **Austin Townsend** - English
– FSU / FSU
- **Megan Waldeck** – Psychology
– FSU / Christopher Newport
- **Katie Dean Williams** – Criminology
– The Ohio State University / UGA
- **Rob Morris** – Information Technology (STEM GRANT)
– Virginia Tech / Virginia Tech

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Career Liaison Metrics

1. Number of faculty and staff contacts in the assigned academic units
2. Number of classroom and student organization presentations in the assigned academic units
3. Number of new and unique employer contacts
4. Number of new internship listings
5. Number of new students registered in SeminoleLink
6. Number of new Career Portfolios
7. Number of new Professionole volunteers
8. Number of new CICP and URP recognitions
9. Academic unit (faculty, staff, student) satisfaction with services provided



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Career Liaison Impact

	Fall 2014	Spring 2014	Spring 2015	% Increase
Internship Listings	1,104	620	944	52.3%
Part-Time/Temporary Job Listings	649	368	466	26.6%
Career Portfolio	258	311	344	10.6%
ProfessioNole	747	646	1152	78.3%
ERP/ECP	38	36	103	186%



Career Liaison Impact

	Fall 2014	January 2015	February 2015	March 2015	April 2015	Spring 2015	Running Total
Employer Outreach	3,053	281	450	687	501	1,919	4,972
Faculty/ Staff Contacts	395	127	102	181	134	544	939
SeminoleLink Plus! Registrations	1,325	585	227	138	125	1,075	2,400
Employability Workshops	120 workshops/ 3,797 students	71 workshops/ 2,722 students	40 workshops/ 1,128 students	31 workshops/ 766 students	15 workshops/ 807 students	157 workshops/ 5,423 students	277 workshops/ 9,220 students



Career Liaison Scale Up

College of Social Sciences & Public Policy

Initial Rollout	Second Academic Population	Spring 2015 Total
Interdisciplinary Social Science (724)	International Affairs (1,065)	1,789
Political Science (976)	Economics (560) Sociology (356)	1,892

College of Criminology & Criminal Justice

Initial Rollout	Second Academic Population	Spring 2015 Total
Criminology (1,729)	N/A	1,729

College of Human Sciences

Initial Rollout	Second Academic Population	Spring 2015 Total
Nutrition, Food & Exercise Sciences (1,993)	Family & Child Sciences (583)	2,576

College of Arts & Sciences

Initial Rollout	Second Academic Population	Spring 2015 Total
Psychology (1,836)	Biological Science (2,282)	4,118
English (1,446)	History (421) Humanities (223)	2,090



Career Center Impact

Service Area	Student Attendance Increase by Academic Unit	
	Fall 2014	Spring 2015
Signature Career Fair - Seminole Futures	36.6%	68.43%
Centralized Drop-In Advising	5.1%	14.88%



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Proposed Future Liaisons

The Oversight Committee is in consideration of preeminence funding allocation to support 3 additional Career Liaison lines to serve:

Academic Unit	Population
College of Business	5,755
College of Visual Arts, Theatre, & Dance and College of Music	2,539
College of Communication & Information	2,479

Allocation of additional preeminence funding to support:

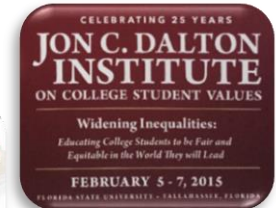
- 1 additional Career Advisor/Counselor for All Majors
- 1 additional Career Advisor/Counselor for Graduate Students, and Alumni



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Career Liaison Recognition



Responses to Career Liaisons

“I wanted to let you know that we are making what I consider to be great progress in our Career Liaison efforts here in the College of Criminology and Criminal Justice. Katie Dean has aggressively and effectively reached out to our faculty and students regarding the fast expanding career services that are being made available for them. Faculty and student responses have been uniformly enthusiastic. Further, we are expanding our career outreach efforts to our graduate students as well. In sum, we are all working hard under the capable direction of Katie Dean to successfully implement this important new initiative. We are very thankful that our College was selected as one of the pilots for this timely effort on behalf of our students.”

- Thomas G. Blomberg, Dean and Sheldon L. Messinger Professor of Criminology, College of Criminology and Criminal Justice

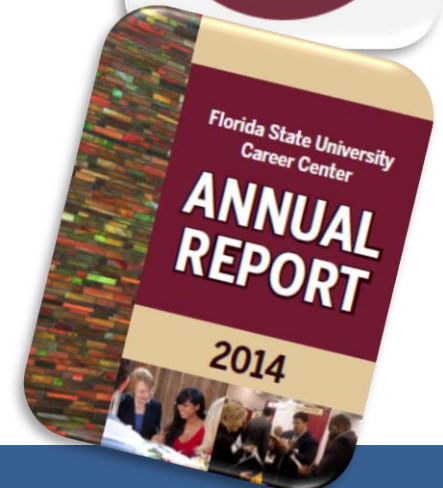
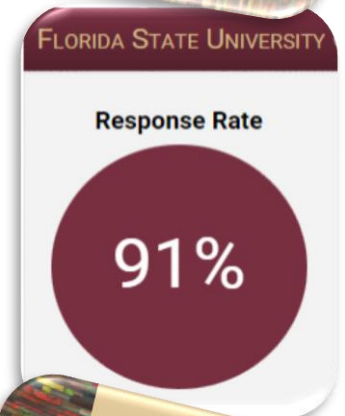
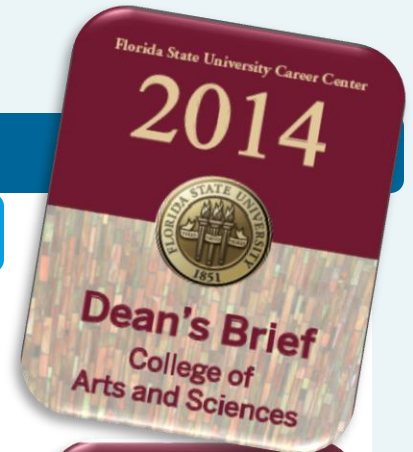
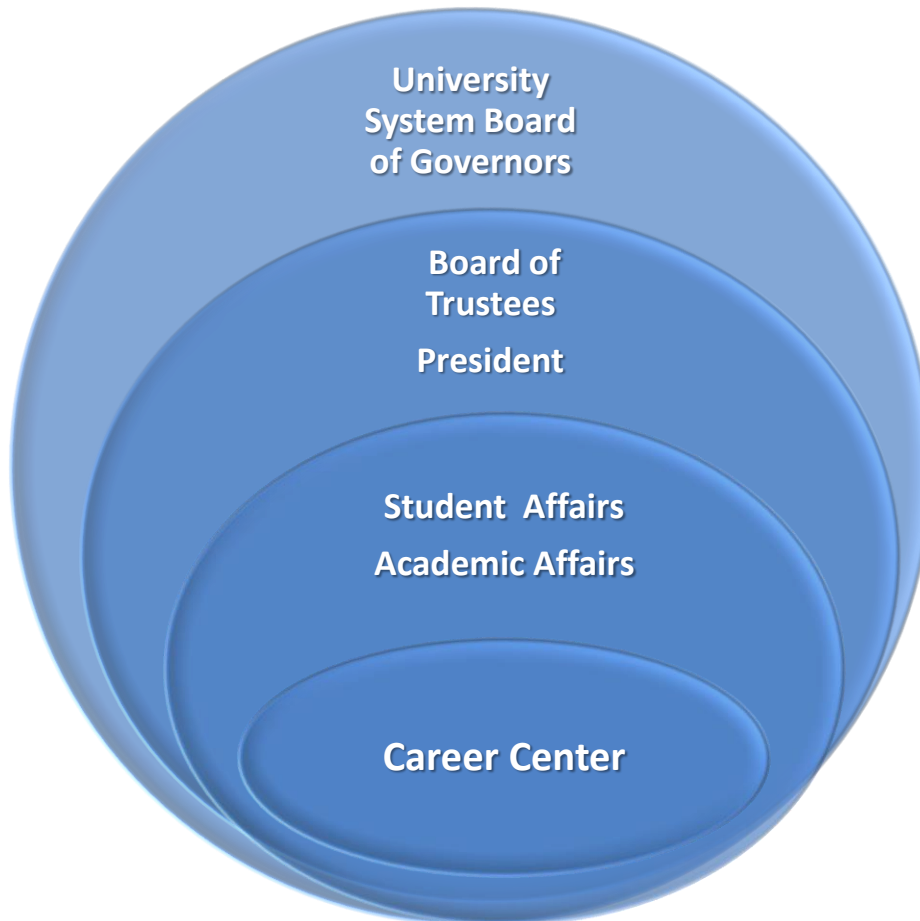
“Erin Keenan, the Career Center Liaison to the College of Social Sciences and Public Policy's Interdisciplinary Social Science (ISS) program, has hit the ground running over the past two months. Her work has been invaluable in supporting the College's efforts to help ISS students envision and effectively prepare for their professional futures. As her office neighbor, I have had a chance to talk at length with Erin and see her interact with students. She is passionate about what she does, relates very well to students, and is extremely knowledgeable about her field and all that FSU offers in the area of career planning and support. I've also been impressed by the number of students who have taken advantage of the services she offers, which is a reflection of the demand among students, the quality of her work, and her creative and tireless efforts to make students aware.”

- Bruce Mancigli, Social Entrepreneur in Residence

“For ease of communicating with Political Science students, I just enrolled you in my POS3142, Urban Politics, as a course builder on Blackboard. Post any resources or internship leads you see fit.”

- Charles Barrilleaux, Political Science Department Chair





Why did it work?



- Existing, long-standing Career Center Brand
- Support from the Provost
- Strong, respected Vice President of Student Affairs
- Institutional curriculum liberal studies overhaul
- Buy-in from Deans, Department Heads, and Undergraduate Studies
- Relationship building with Academic Advisors



June 2 – 5, 2015

Can embedded career liaisons work for your campus?



- Challenges
- Opportunities
- Strengths
- Structure
- Buy-in
- Obstacles