

Published annually to feature FSU Career Center programs and services meeting the needs of students, alumni, employers, and the community.

Brittany Joiner Wins 2010 FCPA Student of the Year Award

Kawana Williams

The Florida Career Professionals Association recently named Brittany Joiner the 2010 FCPA student of the year. She was formally recognized in June with a plaque and a \$300 cash award at the annual conference in Sunny Isles, FL.

The student of the year award is presented annually to an “exceptional student enrolled in a 2 or 4 year higher education institution in the state of Florida.” To be considered, the student must complete at least 10 weeks of employment in an internship, co-op, or work experience related to their major and demonstrate achievement of professional, personal and/or academic skills in a learning environment. According to FCPA Past President/Awards Committee Chair Dona Gaynor, “her excellent academic record, related work experience, and community service made her the top choice among this group of excellent contenders.”

Brittany, a spring 2010 graduate of Florida State University with a degree in Media/Communication Studies, served 2 semesters as a mock interview mentor in the Career Center and one semester as an intern. In each role, she proved to be a great asset to the Career Center by offering quality mock interviewing experiences, training fellow mentors, completing a newsletter, creating an online video advertising the program, and brainstorming new ideas to enhance existing services. Even after Brittany’s internship ended, she continued to volunteer her talents in support of various programs that we offer. Currently, Brittany is employed with Buckle as a Manager in Training - a job she secured prior to graduation.

“The Career Center has been one of the main highlights of my collegiate career,” said Brittany. “I had the chance to establish professional relationships and network with employers, I received a critique on my resume and cover letter, and I got the chance to help my peers by participating in the Mock Interview Program. I strongly encourage each student at FSU to visit the Career



Brittany Joiner at the Career Center

Center and experience the many ways they assist students during the career preparation process.”

“I can’t think of any student who is more deserving of the FCPA award than Brittany,” said Dr. Juliette McDonald, Program Director and Instructor for Experiential Learning in the FSU Career Center. “She was an exemplary student and I know she will excel in her career as well.”

The Career Center is extremely proud of her accomplishments and we wish her much success in her future endeavors. You can

learn more about this impressive young woman at BrittanyNJoiner.yolasite.com.

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Career Center Annual Report Executive Summary • Fall 2010

Jeff W. Garis

During 2009, the Career Center provided services to 54,355 FSU students, alumni, staff, and community clients through the following core programs:

- Career Advising, counseling and assessment—8,538 (+2% clients)
- Career Planning Class, SDS 3340—12 sections; 396 students; 1,188 credit hours (+13% students; +16% credit hours)
- Career Outreach Programs—517 programs; 20,641 participants (+74% programs; +6% participants)
- Co-op/Interns/Externs—1,225 student registrants; 369 placements; 1,175 internship and cooperative education opportunities listed via SeminoleLink; 1,571 student employment positions listed (-45% registrants; +4% placements; -69% internship listings; -44% student employment positions)
- Career Expositions—8 expositions; 582 employers; 6,808 students (+33% change in expos; -23% employers; -9% students)
- On-Campus Recruiting—2,216 registrants via SeminoleLink; 214 employers; 359 employer interview schedules; 2,380 interviews (-27% registrants; -16% employers; -19% employer schedules; -35% interviews)
- Educational Credentials—70 new registrants; 1,114 files processed (-13% registrants; -16% files)
- Job Listings and Resume Referrals—4,333 full-time jobs referred to SeminoleLink for web-based listing; 9,443 resumes via Seminole Profiles sent to employers (-62% jobs; +12% resumes)
- Mock Interviews conducted—336 (+16% interviews)
- Career Portfolio Users—4,518 new users (+12% users)

2009 Career Center Accomplishments

- Acquired funding through the Provost to initiate a pilot program within a selected academic program internship department in support of creating a university-wide internship system using the Career Center's SeminoleLink software program. SeminoleLink is based on the NACELink/Symplicity system for multi-school environments. This objective is consistent with the University Strategic Plan: 21—Increase number of internships available to undergraduates through expanded coordination efforts.
- Used several applications of web 2.0 technologies to support Career Center publicity and recruiting efforts including Live Chat, Facebook, LinkedIn and Career TV.
- Finalized the decision to convert from the FSU Career Portfolio system to the NACELink/Symplicity portfolio system based on the FSU model.

- Expanded and marketed career services for graduate students and distance-based students/alumni.
- Continued to offer a Business Etiquette Dinner for students in cooperation with the Alumni Association.
- Served as primary instructors for 13 undergraduate classes and nine graduate courses.
- Continued collaborative efforts and programs with the Center for Leadership and Civic Education including the Leadership/Diversity Recruiting Event for students and employers.
- Used the new courtyard to support collaborative efforts with adjacent DSA departments and to host the Alumni Association Seminole Club leaders.
- Implemented several applications in support of a Career Center tracking system. The SeminoleLink kiosk system was used for student check in and tracking for career expositions, including Seminole Futures and Engineering Day, on-campus interviewing, and the Leadership/Diversity event.
- Developed outreach strategies in response to the loss of the FYE program to create awareness of Career Center programs with freshmen. These included brief presentations to 235 freshmen English classes.
- Hosted several visitors/interns from career services offices at the international level including Bulgaria, Germany, Iceland, and the University of the West Indies.

In response to the global recession:

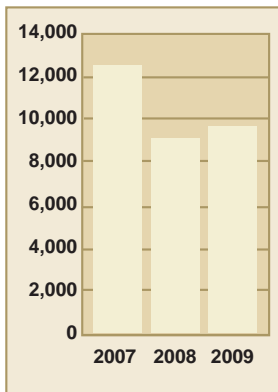
- Planned and implement two Part-Time Job Fairs in cooperation with the Tallahassee Chamber of Commerce.
- Offered Career Center Road Show career advising for graduating students at selected campus locations; purchased a tent to attract visitors in support of these events.
- Participated in the university's Budget Crisis Support Services Employee Transition program by offering career advising and counseling services to faculty/staff who have been laid off.
- Offered job search support groups/clubs to graduating students.
- Proactively and strategically targeted selected employers to recruit at FSU, join the corporate Placement Partner program and/or become a building sponsor.
- Created a Friends of the Career Center fund.
- Solicited approximately \$100,000 in corporate contributions to the Career Center.

In response to university budget reductions coupled with anticipated reduced employer registration in career expositions:

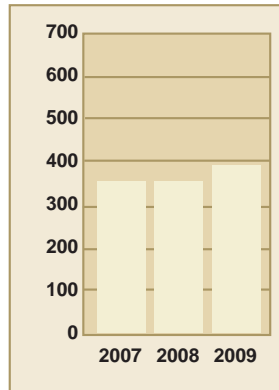
- Reduced the Career Center OPS student and graduate assistant budget by 20 percent.
- Reduced publications costs by producing the student Career Guide in black and white rather than color.
- Acquired one-year stimulus funds to support the Career Center Librarian line.
- Acquired funding from the College of Engineering to help support the Engineering Liaison line in the Employer Relations unit that was lost to budget cuts.
- Limited staff travel to events deemed as “mission critical.”
- Closed the College of Business satellite office.

Three-Year Core Services Activity Comparison

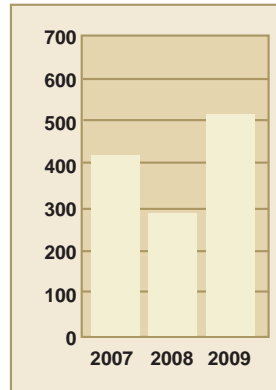
Comparative activity levels over the past three years for selected Career Center services are shown below.



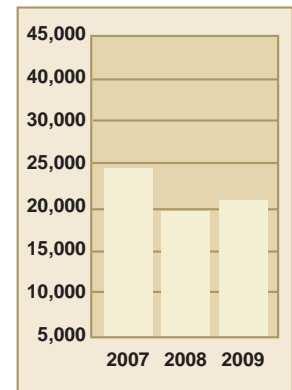
Career Advising, Counseling, & Assessment Contacts



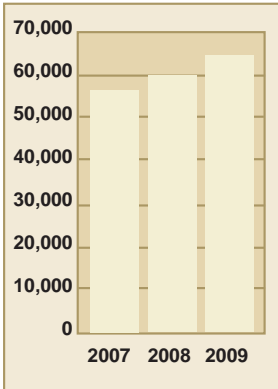
SDS 3440 Student Enrollment



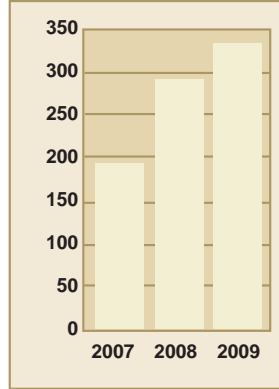
Career Outreach Programs



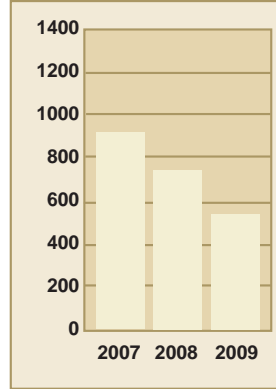
Outreach Program Participants



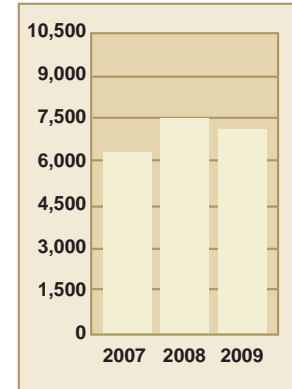
Career Portfolio Student Users



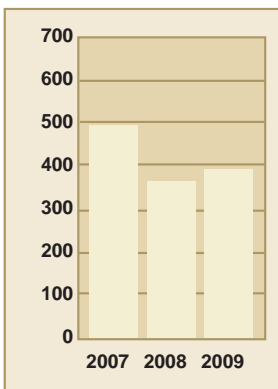
Mock Interviews Conducted



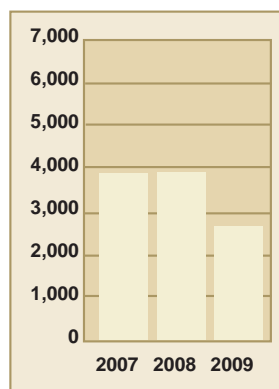
Career Exposition Employer Attendance



Career Exposition Student Attendance



Co-op and Intern Placements



On-Campus Recruiting Student Interviews

Placement Partners

Gold Level

Deloitte.
Enterprise Rent-A-Car
Ernst & Young
Harris Corporation
HSN
KPMG
Liberty Mutual Group
Macy's
PricewaterhouseCoopers

Garnet Level

Aerotek
Aldi
Caterpillar
E&J Gallo Winery
Federated Mutual Insurance
First Command Financial Services, Inc.
Insight Global, Inc.
KAS New York Executive Sales and Marketing Recruiters
Lanigan & Associates
Maxim Healthcare Services
McGladrey
PSS World Medical, Inc.
Sherwin Williams Company
Thomas Howell Ferguson P.A.
Toys 'R Us/ Babies 'R Us
Vestal & Wiler CPA
Walgreens
United States Navy
Wachovia Bank-A Wells Fargo Company
WTAS

Top 20 Employers 2009-2010

By Number of Interviews

1. Target Corporation
2. Ernst & Young
3. Summit/Liberty Mutual Group
4. Kohl's Department Stores
5. Deloitte.
6. KPMG
7. Aldi, Inc.
8. Enterprise Rent-A-Car
Macy's
10. Insight Global, Inc.
11. ExxonMobil Corporation
12. Northwestern Mutual
Financial Network
Protiviti
Siemens Corporation
15. Harris Corporation
16. McGladrey
17. Wells Fargo Services Company
18. PricewaterhouseCoopers LLP
19. Dillard's
20. Toys 'R Us/ Babies 'R Us
20. University Directories

By Number of Hires

1. Ernst & Young
2. Air Armament Center -
Contracting Directorate
Sherwin Williams Company
4. Sears Holding Company
5. Insight Global
Protiviti
Target Corporation
8. Deloitte.
Enterprise Rent-A-Car
ISNetworkd
Rockwell Automation
Space & Naval Warfare Systems
Center (SPAWAR)
Thomas Howell Ferguson PA
14. E&J Gallo Winery
Norfolk Naval Shipyard
Macy's
Otis Elevator Company
Regions
McGladrey
Summit/Liberty Mutual Group
Amica Mutual Insurance
Southern Fidelity Insurance Co.
and Capitol Preferred
Insurance Co.
Wachovia Bank-A Wells Fargo
Company

Career Center and College of Business Host 2010 Insurance Days

Julia Kronholz

This past February the FSU Career Center, in partnership with the College of Business's Risk Management and Insurance Department, hosted Insurance Days at the Dunlap Success Center. Since its inception over 30 years ago, this event has grown to be an annual networking event that is eagerly anticipated by students and employers alike.

The three-day event began on a Wednesday evening with a meet and greet reception at the FSU Alumni Center, where students and employers were welcomed and introduced to Insurance Days activities by professor Richard Corbett. Following the orientation, there was a reception where students and employers were able to mix and mingle. Thursday began

with a continental breakfast in the Dunlap Success Center at 7:45 a.m. followed by a full day of interviews starting promptly at 8:30. A casual, catered dinner for students, employers, and faculty was held at the Tallahassee Auto Museum on Thursday evening. This event provided another chance for Insurance Days attendees to interact and network. On Friday, interviews continued until noon. Over the three busy days, 23 employers held 252 interviews with FSU students.

This year marked the second year in a row that the Career Center and the Risk Management department joined forces to provide students and employers a streamlined registration and interview sign-up process. Insurance Days has proven to be a valuable partnership, bridging academia and student affairs. Next year, Insurance Days will be held February 23-25 and we hope to have many more employers visiting FSU's campus.

Employers Speak Out: Career Center Survey Finds Resume Writing Do's and Don't's

Myrna Hoover

Writing a resume can be challenging, and students often receive conflicting information from a variety of sources. In order to provide specific, employer-backed resume-writing criteria to students, Career Center staff conducted a survey of employers that recruited at FSU during the 2009-2010 academic year through on-campus recruiting, Seminole Futures, and Engineering Day.

A survey link was sent via e-mail to 235 employers, and 57 responded. Employers were asked 27 multiple-choice questions and 5 open-ended questions. Employers reported on their preferred resume format and content, including GPA and skills sought, delivery preference, and evaluation methods.

The survey findings are as follows:

- Employers still widely prefer a one page resume (70 percent) with only 29 percent considering a one to two page resume acceptable.
- Ninety-eight percent of employers stressed the importance of listing activities and organizations on a resume.
- While 56 percent wanted students to list interests, only 14 percent wanted to see references on the resume.
- Listing a GPA on a resume is preferred by employers (86 percent) and a majority of employers indicate that 3.0 is the cutoff for including GPA (57 percent).
- The vast majority of employers prefer the standard chronological resume (96.5 percent) and prefer electronic delivery (91 percent), either by e-mail attachment (word,

42 percent or PDF, 35 percent), with only three percent preferring a resume in the body of the e-mail.

- Employers (98 percent) indicated that the candidate's name should be a part of the file name when sending their resume as an attachment.
- Sixty-six percent of employers spent between 30 seconds to one minute initially reviewing a resume.
- Preferences regarding resume style were analyzed by type of industry, respondent's job function, and experience evaluating resumes.
- Employers from the accounting industry (100 percent) viewed a one page resume as the ideal length for both undergraduate and graduate students.
- Career objectives were viewed as important by only 42 percent of employers regardless of industry.
- The more experienced reviewers, those with more than ten years experience, found a GPA of less than 3.0 not to be a weed-out factor.

The results of this survey will support resume advice given to students and will be used to provide data to update the Career Center's resume guide and workshops.

Acknowledgements: I would like to thank Jen Clark for assisting in the collection of survey questions from staff and the solicitation of employers to complete the survey.

I would also like to thank staff that contributed questions and Employer Relations and Recruitment Services staff that reviewed and edited the survey prior to distribution.

Welcome New Staff



Megan Waldeck originally joined the Career Center as a Graduate Assistant working with the Seminole Futures Ambassador program and career events while pursuing her Master of Science degree in Higher Education. She joined the Career Center as a full-time staff member in May 2010 as the Assistant Director of Engineering Recruitment Services and Employer Relations. Megan's primary

responsibilities include providing career advising services to students at the FAMU-FSU College of Engineering, coordinating the Engineering Day expositions, and maintaining relationships with employers of engineering students. She received her Bachelor's degree in Psychology from Christopher Newport University in 2008.



Kathy Dorsett joined the Career Center in May 2010 as Assistant Director for Career Advising, Counseling, and Programming. Her primary responsibilities include providing training and supervision for career advisors, teaching the career development course and integrating career-related technology through computer-assisted guidance systems. Kathy received a Bachelor of Science

in Biology from Palm Beach Atlantic University in 2004 and recently graduated from Florida State University with a Master of Science and a Specialist in Education in Counseling and Human Systems with a specialization in Career Counseling. Prior to joining the Career Center, Kathy managed exhibits and provided environmental education as an aquarist in several major aquariums across the United States

Career Center Liaison Activities 2009-2010

Meaghan McQuellon

The Career Center partners with each of the 15 FSU colleges and other selected department on campus in order to provide access to high quality programs and services. Highlights from selected colleges and departments are below.

Alumni Association

- Created a Professional Network brochure to market program to alumni.
- Worked with the Alumni Association to create videos on career-related topics for their website.
- Investigated the enhanced resume builder for Alumni Association members.
- Provided phone and e-mail assistance (brief job search strategies and resume critiques) to alumni referrals.
- Coordinated communication from Career Center to all Seminole Club Presidents regarding available services and upcoming events.

College of Arts and Sciences

- Provided 12 career-related workshops.
- Arranged a tour for a professor and 14 students from the Art Department to learn about Career Center resources.
- Met with an advising representative from the Art Department to discuss Career Center resources and information.
- Met with a representative from the Italian Languages program to discuss how students can access the Career Center and utilize career advisors, resources, and services.
- Taught the Career Development course with an advisor from the Biology Department.
- Met with a biology advisor to brainstorm ways to improve the "Careers in Biology" course

College of Business

- Met with the Director of Graduate Studies, Internship Coordinator and Alumni Director.
- Provided a Career Center table at COB's New Student Orientation.
- Co-moderated a Business Career Panel for undecided students.
- Provided 58 workshops to 1,718 students in COB and Hospitality classes and professional organizations.
- Partnered with Hospitality to provide interviewing and career fair support.
- Created new library resources for MBAs about resumes and job searching.
- Updated the Business Match Majors sheet.
- Hosted & coordinated Insurance Days.
- Provided statistical data to COB about interviewing and job posting activity.

- Publicized corporate networking night for COB graduate students.

College of Education

- Hosted the Education and Library Career Expo that served 100 job seekers and 20 recruiters.
- Provided nine workshops.
- Critiqued student resume at the Stone Building.
- Supported publication distribution for the Instructional System's Career Fair.

College of Engineering

- Provided career advising in the satellite office at the College of Engineering to 257 students.
- Recruited 116 employers to attend the Engineering Day career expositions in the fall and spring; a total of 929 students attended both expos.
- Organized activities and a tour of the FAMU-FSU College of Engineering and the facilities at Innovation Park for 7 high school students on a 2-day visit as a part of Northrop Grumman's WORTHY program.
- Presented 20 workshops to a combined total of 718 participants.
- Hosted 27 employers who interviewed 348 students through on-campus recruiting.

College of Human Sciences

- Provided contacts with lists of specific industry-related employers that come to campus for Seminole Futures, other expos, and on-campus interviewing.
- Sent an e-mail update each semester to all faculty and staff listed in the college recapping services and events and offering workshops.
- Provided 11 workshops to 511 attendees.
- Served as a contact and conduit for the exchange of information and referrals between the college and the Career Center.

College of Nursing

- Hosted the Health Career Expo that served 50 students and 15 recruiters.
- Provided three workshops.

College of Social Work

- Conducted 11 job search, resume writing and interview skills class presentations.

First Year Outreach

- Presented to 233 freshman English classes reaching 4400 students.
- Presented to parents at all freshman Orientations.

To request a workshop, please visit

career.fsu.edu/workshops and complete the workshop request form.

Staff & Program Achievements

Nancy Friedman

As Vice President of the Florida Career Professionals Association (FCPA) **Lindsey Katherine** successfully coordinated FCPA's 2010 annual conference in Sunny Isles, Florida. While at the conference, Lindsey was elected FCPA President.

Dr. Juliette L. McDonald was elected to the 2010-11 Board of Directors as VP, Southeast Region for the Cooperative Education and Internship Association (CEIA). Juliette also served on the FSU Health Literacy for Diverse Populations Advisory Committee at the College of Medicine

The **Mock Interview Program** was selected as a finalist for the 2010 NACE Awards in two categories: Innovative Excellence Award – College Technology Category and the NACE Chevron Award.

Kathy Dorsett, Meghan McQuellon and **Rachel Kreisberg** won FSU's Department of Student Affairs (DSA) Torch Team Award for the Part-Time Job Fair.

Ashley Baltuch won FSU's (DSA) Graduate Star Award.

Pat Reeves won the FSU's (DSA) USPS Star Award.

Staff Presentations

Bertoch, S., Clark, J. & Lenz, J. (2010, July) *Career course impact on students: Examining motivation and retention.* National Career Development Association Global Conference, San Francisco.

Bertoch, S., & Reardon, R. (2009, August). *The relationship between goal instability and performance in a career planning course.* 2009 American Psychological Association Conference, Toronto.

Coughlin, D. (2010, July). *Employment transition services: A partnership between career services, human resources and the employee assistance program.* National Career Development Association Global Conference, San Francisco.

Dorsett, K. & Serrano, B. (2010, July). *Improving career services to international students.* National Career Development Association Global Conference, San Francisco.

Garis, J.W., Lumsden, J. A., & Kelley, M. (2010, July). *ePortfolios: Emerging opportunities for universities.* The Association for Authentic, Experiential, and Evidence-Based Learning Conference, Boston, MA.

Hoover, M. (2009, December) *Headline employers on your campus: Orchestrate an employer-in-residence program.* Southern Association of Colleges and Employers Conference. Nashville, TN.

Katherine, L. & Friedman, N. (2010, February). *The value of values: Exercises to help students make cent\$ of their values.* 2010 Jon C. Dalton Institute on College Student Values, Tallahassee, FL.

Lenz, J., Keller, B. & Galles, J. (2010, July). *Meeting the career development needs of graduate students: Building bridges through campus connections.* National Career Development Association Global Conference, San Francisco.

Lenz, J. L., & Reardon, R. C. (2009, December). *Designing successful career programs.* Career Education of Victoria, Australia, Biennial Conference, Deakin University.

McQuellon, M. (2010, June) *Social media sites: The good, the bad, and the useful.* 2010 Florida Career Professionals Association Conference, Sunny Isles, FL.

Reardon, R., Thrift, M. M., Ulloa-Heath, J., & Peterson, G. P. (2010, July). *The positive impact of two interventions on the negative career thoughts of pacific island students.* National Career Development Association Global Conference, San Francisco.

Waldeck, M. & Friedman, N. (2010, June). *Student ambassadors: The champions of career services.* 2010 Florida Career Professionals Association Conference, Sunny Isles, FL.

Staff Publications

Lenz, J. G., Peterson, G. W., Reardon, R. C., & Saunders, D. E. (2010). Connecting career and mental health counseling: Integrating theory and practice. In G. Walz, J. Bleuer, & R. Yep (Eds.), *VISTAS 2010*. Alexandria, VA: American Counseling Association. Retrieved from http://counselingoutfitters.com/vistas/vistas10/Article_01.pdf.

Reardon, R. C. (2010). Reflections on training career counselors: A forty-year perspective. *Career Planning & Adult Development Journal*, 25(1), 7-18.

Ruff, E. A., & Reardon, R. C. (Winter 2009). Improving career information services in difficult economic times. *Australian Career Practitioner*, 20(2), 11-13.

Sampson, J., Shy, J., Hartley, S., Reardon, R., & Peterson, G. (2009). The influence of item response indecision on the Self-Directed Search. *Journal of Career Development* 35, 427-443.

2010-2011 Schedule of Events

Fall 2010

August 23	Classes Begin
September 6	Labor Day • University Closed Career Portfolio Contest Opens
September 15	Engineering Day
September 16	Seminole Futures
September 20	On-Campus Recruiting Begins Mock Interviewing Begins
October 12	Grad & Professional School Expo
October 20	Career Portfolio Contest Closes
November 11	Veteran's Day • University Closed
November 19	On-Campus Recruiting Ends Mock Interviewing Ends
November 25-26	Thanksgiving • University Closed
December 3	Last Day of Classes
December 6-10	Final Exam Week
December 11	Commencement

Spring 2011

January 4	Classes Begin
January 17	M.L. King Day • University Closed
January 19	Engineering Day
January 20	Seminole Futures
January 24	On-Campus Recruiting Begins
January 31	Mock Interviewing Begins
March 7-11	Spring Break • Classes Excused
April 8	On-Campus Recruiting Ends Mock Interviewing Ends
April 22	Last Day of Classes
April 25-29	Final Exam Week
April 28	Education & Library Career Expo
April 29-30	Commencement
May TBA	Statewide Job Fair

Career Center Contacts

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Megan Waldeck, mwaldeck@admin.fsu.edu

Career Portfolio

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Recruitment Services

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Technology and Systems

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Theory, Practice, & Research

Janet Lenz, jlenz@fsu.edu

Jim Sampson, jsampson@fsu.edu

The Career Center is located at the **Dunlap Student Success Center** (DSC) at 100 S.

Woodward Avenue. General hours are 8 a.m.-5 p.m., and Career Advising hours are 9 a.m.-4:30 p.m., Monday-Friday.

Contact us at **850.644.6431** or visit **career.fsu.edu** to learn more about the programs and services we offer.



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