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The
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**2016 Advisory Board
Meeting Minutes**

Mission Statement

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

Agenda

Introduction

Myrna went over the packet of information that each board member received.

Noted the following:

Organizational Chart has grown. In the last 4 years there have been 12 new positions added to the Career Center.

Graduating Senior Survey. Be sure to look over. Great data in report.

Universum Report. FSU Career Center was the #1 data provider for this survey.

- **Committee Members**

All board members introduced themselves including, name and company, a brief mention of their role and what they are looking for in recruits.

General comments:

Internships / millennials / new and experience advisors / break the stereotype of millennials / growing millennial presence/all majors and areas are recruited / companies will be replacing retired staff / lots of recruiting for IT / recruiting from pilots to accountants / second interview challenges / need to do more in soft skills / helping students with leadership skills / students have worked, but do not always have those soft and leadership skills / getting students motivated / debunk myths about work and work settings / internships and work environment /

We are a center of collaboration with retail center / IT / new School of Entrepreneur.

Facing succession and embrace the changes.

Handouts & Review of Agenda

- List of Board Members
- Organizational Chart
- Annual Report
- Graduating Senior Survey

- Universum Report
- Employer Handbook
- Fundraising Brochure
- Fast Fact Sheet

Staffing Updates

- Assistant Director, Engineering and Employer Relations – Jami Garner
- Assistant Director/Career Liaison, College of Arts & Sciences, Psychology/Biological Sciences – Kaela Frank
- Assistant Director/Career Liaison, Colleges of Fine Arts & Music – Carey Fee

Open Positions

1. Assistant Director/Career Liaison, College of Criminology & Criminal Justice/FSU Pre-Law Advising Program Co-Coordinator – TBA
2. Assistant Director, Career Advising and Counseling – TBA
3. Publications & Promotions Coordinator – TBA
Major search for position replacement. Will be working on new branding effort directed at students for the Career Center. Employer brand is strong.
4. Program Assistant, Experiential Learning - TBA

New Positions Requested

- Assistant Director, Outreach & Assessment:
Last year did over 900 workshops.
- Assistant Director/Career Liaison, College of Communication & Information
Liaison work for CCI is currently being split between two staff members.
- Assistant Director/Career Liaison, College of Arts and Sciences - Classics, English, History, Humanities, Modern Languages & Linguistics, Philosophy and Religion

Discussion Topics

Career Center Reports

1. Success of Career Liaison Model - Tracey Dowling
2016 CL report was handed out to everyone. Tracey oversees the CL's who work directly with employers. Career Liaison role includes:
 - Increase employment after graduation.
 - Help students see value with part-time work.
 - Help with understanding the importance of internships.

CL's feel that internships are only done if forced by an academic class. Need to change this thinking by internship listings / workshops / Career Liaison teams.
FSU Career Liaison Team was awarded 2015 NASPA Excellence Award for Career Center Career Liaison Model.



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Have Twitter feed: Noles at work#: features your FSU students. Need to feature successful students.

ProfessionNole Cards: By having these cards, want to expand knowledge with other alumni professionals. Space is available on card for advice to be shared.

Internship Fund: Created Internship fund for those students that need assistance with their internship. (ex: getting to their internship, living arrangements)

Job Shadow: love feedback about this from employers.

2. Professional Clothing Closet - Leslie Mille

A year ago, Alejandro Acosta, FSU Student presented the idea. Wants to collaborate with Career Center. We are moving forward with this. Proposal was submitted to the Career Center New Programs Committee at the Career Center and has been approved.

Will be housing Clothes Closet in University Center A. Kohl's Department Store has been asked to help with any donations. They have offered to donate dressing mirrors and other accessories.

Clothes Closet will be run by the Professional Fraternity Council.

Students that have a valid FSU ID will be able to participate in this program. They will be able to get clothing to create a business outfit for interviewing and job/career search.

Alejandro noted that no student should feel discouraged just because they do not have the proper attire.

If any employer would like to donate clothes, contact Leslie Millie.

Donations will be accepted for any gently used/dry cleaned clothes and accessories.

3. Graduate Students & Students Applying to Graduate School Initiative - Casey Dozier

Last year the Career Center had over 19,000 visits from students and committee members.

Visits are through the Career Center's drop-in advising services. Career Advisors meet with students to help with many different aspects of their career path. There is a large repeat visit population. In addition, our Employer-In-Residence Program gets employers involved with advising students.

Career Advising and Counseling has a new position, which is a liaison to the Graduate School.

We have seen a decline in the number of students applying to Graduate School. Have a 2-year time line to help students start pursuing graduate school with lots of literature in the Career Center Library.

Metrics will be measured for salary and employment.

4. Branding Opportunities for Employers - Calvin Williams

Employer Relations and Recruitment Services has new branding: New name Employer Relations (ER). Also new name for Placement Partners will be Garnet and Gold Partners.

We have been visiting employers to assist in banding them on campus.

Employer-In-Residence Program: Many are familiar with this program. Employers come to the Career Center to do advising with students thru our drop-in-services. Also, meet with faculty.

Employers need to tell ER Team what you want as an employer and from a recruitment side. ER can reach out to students, faculty for you or give you the tools to do that.

Ask us about Lunch-n-Learns for faculty and staff. This is a great opportunity to talk about your company. Ask about Info sessions for students. Think about placing an ad in Career Guide. We can provide resume books for employers. Give the ER Team your requirements for your recruiting needs.

Dannon Monroe, City Furniture, mentioned possibly teaming up with other employers when talking with students. More social atmosphere.

Employer panels/share space/student interaction/more like brand building and brand awareness

Barbara Robinson, Panama City Campus, mentioned Fast to the Future that CC does in PC Campus.

Steve Flynn, mentioned about brainstorming / reaching out to focus groups/not large groups / advisors and management

We can facilitate employers to students and faculty.

In addition to the ER Team visiting employers, we are combining visits to selected high schools to drop off Career Center packets, which include a booklet of each major sheet and the Roadmap to Career Success. These will be given to the HS Counseling Departments.

5. Tech Center Updates & Succession Planning - Janet Lenz

We are the research and development unit of the Career Center. Consist of College of Education faculty where we look at theory that is a key part of the Career Center.

This past May, the Career Center hosted International SVP Conference. Very successful. Career Center recognizes the important of research and development. We look at helping students create a strategic plan in their career planning.

Career Center website has a bio on the Tech center, if interested. Includes how the Tech Center came to be and what they are doing.

Dr. Lenz mentioned her upcoming retirement next year. Casey Dozier will be stepping into her role.

Feedback

Career Center & Student Feedback

1. What are areas where you think the Career Center could improve?

Doug Blitzer, Tribridge Holdings, LLC: More mock interviewing with multi scenarios so students get to experience interviewing with different type of settings. How to increase the hire percentage.

Myrna Hoover, Career Center: Career Center has a mock interview module. Want ER Team to look into getting this module up and going. This would help students feel more comfortable in different scenarios of the interview.

Ron Pittman, State Farm Insurance Company: When we (State Farm) came back for second interviews, we had an 80% success rate. First time interviews, we had a 50% success rate.



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Ann Langston, FSU College of Human Sciences: Suggested having companies host tours of offices and/or facilities to get students more comfortable in the work place. Possibly help get students and employers connected so employers can host a visit when the student is in their city.

George Williams, Auto-Owners Insurance: Likes what the Career Center is doing now. 80% feel students do well in their interview. Auto-Owners Insurance recently hired four (4) FSU students.

2. What out-of-classroom experience (besides internships) do you believe more students should be participating in to help prepare them for a career in your field?

Soft skills: Speech class/working in teams/communication from classroom time.

There are a lot of soft skills that that students get from outside of the classroom by getting involved in outside organizations/volunteering

There are hosts of things that affect students. From parents / peers / grades.

Students can get internships for credits. That is a motivation for sure.

Leslie Mille, Career Center: Do employers feel the Take 15 initiative is hampering students and keeping them more in the books/grades and not getting out there to work on those soft skills. Employers responded yes.

Students are so focused on taking classes for their major. College is not all about going from point 'A' to 'B'. FSU has so much to offer. Lots of student organizations/greek life/ need to help push students to get more involved on campus.

Alejandro Acosta, Student: Getting involved in organizations gives students experience in team building/communicating. Cannot stress enough how important this was for my experience. Be more involved on campus. Most organizations have advisors that help students. Students could connect through advisors.

When talking about soft skills, need to talk about life skills / how to be self-sufficient. These skills separate students from those that have no outside the classroom experience.

Judy Devine, FSU Graduate School: Many graduate students only live in their department. Told that the key to their success was time management.

Myrna Hoover, Career Center: We owe it to students to help them get these soft skills.

Aaron Moser, Auto-Owners Insurance: Successful students look out for unique experiences/outside their comfort zone.

Many students feel they cannot work in business if they do not have a degree in business. Helping show students that there are many other things they can do other than what might be specific to their major.

Publicity & Communication

3. What platforms/communication tools are other universities using that you have found effective? (not discussed)
4. We are considering eliminating Plus! Services (required resume review prior to seeing job listings on SeminoLink). We will be collaborating with LinkedIn. Jobs will be posted on LinkedIn and will direct students to SeminoLink. Hope to encourage more employers to post jobs. Students will not be required to have a pre-approved resume. What are your thoughts about this potential change?
Career Center will provide students with sample resumes. Will be adding a button in SeminoLink "Get Your Resume Reviewed" that will give the student the option of having their resume reviewed, but not required.

Employers think this is good.

We are getting many vendors (GradLeaders/Handshake) contacting us promoting their software. Will be taking a closer look at Handshake. Have had to wait for kinks to be worked out.

Handshake is user friendly.

Dannon Monroe, City Furniture, mentioned Snap chat: Career Center is not on snapchat as of now. We are on Instagram and Facebook. He suggested an article on how to post/get jobs on snapchat that might be of interest to the Career Center.

Access & Challenges with Students

5. Are you finding the talent you need on our campus? If not, what can we do to provide you better access? (not discussed)
6. Are students accepting and then renegeing on offers more than in the past? What best practices have you seen at other universities that may help reduce this issue? (not discussed)
7. What programs do you have for international student recruitment? (not discussed)
8. What are your diversity initiatives? How can The Career Center help with these? (not discussed)



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Employer Questions

What questions do you have for us?

Please review questions that we did not get to.

General Comment

- Diversity & Inclusion always a need.
- NACE standards do suggest giving students an appropriate length of time for them to give answer on job offer.
- Doug Blitzer, Tribridge, mentioned that it is a double edge sword. The more time you give students to decide on job offer, the less likely the alternate options are to remain available. Students do not leave jobs for money. It is typically due to work environment, personality conflicts, and/or “fit”.

Please mark your calendar for next year Advisory Board Meeting. Will definitely have a longer board meeting for next year.

Upcoming Events

- Part-time Job Fair, **Thursday, September 1, 2016**
- Engineering Day, **Tuesday, September 27, 2016**
- Day After Interviews, **Wednesday, September 28, 2016**
- Student Veterans Networking Night, **Wednesday, September 28, 2016**
- Seminole Futures, **Thursday, September 29, 2016**
- Day After Interviews, **Friday, September 30, 2016**

Next Advisory Board Meeting - Thursday, June 1, 2017