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

- GRADUATING SENIOR SURVEY
- ANNUAL REPORT/DEAN’S BRIEF
- STRATEGIC PLAN
- LIAISONS

University Buy-in

2015
Anaheim, California
June 2 – 5, 2015

National Association of Colleges and Employers
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
2011 Anaheim, California

June 2 – 5, 2015

National Association of Colleges and Employers

Solution

FOCUS AREAS

Entrepreneurial Programs

Career Preparation

STEM

Increased retention and graduation rates

Employability Skills

Student Engagement in High Impact Programs
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
Career Preparation Action

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

9 Graduate Success Committees
Funding Appropriations

- Entrepreneurs in Residence - $750k+
- Data Analyst - $50k
- Research - $145k
- Career Liaisons - $500k
- Website - $40k
Employment Data

How Seniors Found Employment Opportunities

<table>
<thead>
<tr>
<th>Method</th>
<th>Graduates Seeking Employment</th>
<th>Job Seekers with One or More Job Offers</th>
</tr>
</thead>
<tbody>
<tr>
<td>FSU Career Center Services*</td>
<td>38.1%</td>
<td>63.4%</td>
</tr>
<tr>
<td>Family/Friends</td>
<td>30.9%</td>
<td>65.8%</td>
</tr>
<tr>
<td>Internship</td>
<td>12.6%</td>
<td>60%</td>
</tr>
<tr>
<td>Internet</td>
<td>12.5%</td>
<td>70.4%</td>
</tr>
<tr>
<td>Professional Contacts</td>
<td>12.5%</td>
<td>70.1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>61.9%</td>
<td>70.1%</td>
</tr>
</tbody>
</table>

Top 5 Employment Industries

- Education
- Marketing
- Hospitality
- Retail
- Financial Services
Undergraduate Academic Program Guide

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

National Association of Colleges and Employers
Sample Career Center Library Resources

### Sample Books
- Career Planning in Criminal Justice
- Careers for Good Samaritans
- Careers in Criminal Justice
- Criminal Justice
- FBI Careers
- Federal Career Opportunities
- Federal Law Enforcement Careers
- Guide to the Police Officer Exams
- Military Careers
- Criminal Justice

### Self Exploration and Career Information

To explore values, interests, and skills:
- Choose Planer: [www.devision.org](http://www.devision.org)
- Sig3: [www.career.fsu.edu/sig3](http://www.career.fsu.edu/sig3)

To explore occupational outlooks and salaries:
- Salary.com: [www.salary.com](http://www.salary.com)

### Sample Websites
- Career Opportunities in Criminology & Criminal Justice: [www.criminology.fsu.edu](http://www.criminology.fsu.edu)
- Justice Information Center: [www.justiceinfo.gov](http://www.justiceinfo.gov)
- Official Source of Corrections: [www.corrections.com](http://www.corrections.com)

### Sample Professional Organizations
- Academy of Criminal Justice Sciences - [www.acjfs.org](http://www.acjfs.org)
- American Criminal Justice Association - [www.acjdae.org](http://www.acjdae.org)
- American Society of Criminology - [www.asci.org](http://www.asci.org)
- National Council on Investigative & Security Services - [www.nciss.org](http://www.nciss.org)
- National Criminal Justice Association - [www.ncja.org](http://www.ncja.org)

For more information, visit [www.lib.fsu.edu](http://www.lib.fsu.edu) for a full list of databases.
Career Center Hires

- 6 Career Liaisons assigned to academic units
  - Work 20 hours at Career Center
- 1 Career Counselor
  - Work 20 hours within academic unit
- 2 Senior Assistant Directors
  - Career Advising & Counseling
  - Experiential Learning

National Association of Colleges and Employers
Hire 9 new full-time Career Center Staff
- 6 Career Liaisons
  - Assigned to Academic Units
  - Work 20 Hours at CC
  - Work 20 Hours at AU
- 1 Career Counselor
- 2 Senior Assistant Directors
  - Career Advising & Counseling
  - Experiential Learning
  - Employer Relations & Recruitment Services
  - Tech Center
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
Career Liaison Role

Student Contact

- Provide advising
- Offer presentations
- Create campus partnerships
- Promote career-related opportunities
- Create customized promotional items
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
### 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
# Career Liaison Impact

<table>
<thead>
<tr>
<th></th>
<th>Fall 2014</th>
<th>Spring 2014</th>
<th>Spring 2015</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internship Listings</td>
<td>1,104</td>
<td>620</td>
<td>944</td>
<td>52.3%</td>
</tr>
<tr>
<td>Part-Time/Temporary Job Listings</td>
<td>649</td>
<td>368</td>
<td>466</td>
<td>26.6%</td>
</tr>
<tr>
<td>Career Portfolio</td>
<td>258</td>
<td>311</td>
<td>344</td>
<td>10.6%</td>
</tr>
<tr>
<td>ProfessioNole</td>
<td>747</td>
<td>646</td>
<td>1152</td>
<td>78.3%</td>
</tr>
<tr>
<td>ERP/ECP</td>
<td>38</td>
<td>36</td>
<td>103</td>
<td>186%</td>
</tr>
</tbody>
</table>
## Career Liaison Impact

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

#### College of Social Sciences & Public Policy

<table>
<thead>
<tr>
<th>Initial Rollout</th>
<th>Second Academic Population</th>
<th>Spring 2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interdisciplinary Social Science (724)</td>
<td>International Affairs (1,065)</td>
<td>1,789</td>
</tr>
<tr>
<td>Political Science (976)</td>
<td>Economics (560)</td>
<td>1,892</td>
</tr>
<tr>
<td></td>
<td>Sociology (356)</td>
<td></td>
</tr>
</tbody>
</table>

#### College of Criminology & Criminal Justice

<table>
<thead>
<tr>
<th>Initial Rollout</th>
<th>Second Academic Population</th>
<th>Spring 2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criminology (1,729)</td>
<td>N/A</td>
<td>1,729</td>
</tr>
</tbody>
</table>

#### College of Human Sciences

<table>
<thead>
<tr>
<th>Initial Rollout</th>
<th>Second Academic Population</th>
<th>Spring 2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition, Food &amp; Exercise Sciences (1,993)</td>
<td>Family &amp; Child Sciences (583)</td>
<td>2,576</td>
</tr>
</tbody>
</table>

#### College of Arts & Sciences

<table>
<thead>
<tr>
<th>Initial Rollout</th>
<th>Second Academic Population</th>
<th>Spring 2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Psychology (1,836)</td>
<td>Biological Science (2,282)</td>
<td>4,118</td>
</tr>
<tr>
<td>English (1,446)</td>
<td>History (421)</td>
<td>2,090</td>
</tr>
<tr>
<td></td>
<td>Humanities (223)</td>
<td></td>
</tr>
</tbody>
</table>
## Career Center Impact

<table>
<thead>
<tr>
<th>Service Area</th>
<th>Fall 2014</th>
<th>Spring 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature Career Fair - Seminole Futures</td>
<td>36.6%</td>
<td>68.43%</td>
</tr>
<tr>
<td>Centralized Drop-In Advising</td>
<td>5.1%</td>
<td>14.88%</td>
</tr>
</tbody>
</table>

Anaheim, California

June 2 – 5, 2015

National Association of Colleges and Employers
Proposed Future Liaisons

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

<table>
<thead>
<tr>
<th>Academic Unit</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Business</td>
<td>5,755</td>
</tr>
<tr>
<td>College of Visual Arts, Theatre, &amp; Dance and College of Music</td>
<td>2,539</td>
</tr>
<tr>
<td>College of Communication &amp; Information</td>
<td>2,479</td>
</tr>
</tbody>
</table>

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
You have been nominated for a

**DSA AWARD**

2:30 PM May 12th, 2015
Union Ballrooms

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**Career Liaison Recognition**

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National Association of Colleges and Employers

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Anaheim, California

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June 2 – 5, 2015

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**ACPA TAMPA 2015**

**Psychology News**

**LeaderShape**

**The Washington Center**

**CrimNotes**

**Florid State University**

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**Intern Bridge**

**Festival of SoACE 2014**

**CEIA**

**FSU College of Human Sciences e-Directions**

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**United Partners for Human Services**

**The Career Center**

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**The Florida State University**

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**Jon C. Dalton Institute on College Student Values**

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**Scroll & Scribe**

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**2015 NACE Conference & Expo**

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**Sparking Insight & Innovation**

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**2015 NACE Conference & Expo**
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 Manciagli, 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
Can embedded career liaisons work for your campus?

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