

# The Virtual Career Center

## The Internet: A Tool for Career Planning

James P. Sampson, Jr.

Professional Development Institute  
National Career Development Association  
Conference: Career Development Across the  
Lifespan

Denver, Colorado

June 25, 2003

# Design of Internet Web Sites

- Resource-Based Web Site
- Need-Based Web Site

# Resource-Based Web Sites

- Organized by
  - resources and services available
  - the structure of the organization
- Users select resources, services, or links to meet their needs

# Advantages

- Fast access for experienced users
- Low development costs
- Short time required for development

# Disadvantages

- Difficulty for novice users in selecting resources, services, and links that meet their needs
  - Assumes ability to link resources & needs
  - Difficult to predict outcomes
  - Uncertainty about when help is needed
  - May lead to random linking & site hopping
- Becoming overwhelmed with options
  - Emphasis on comprehensiveness

# Need-Based Web Sites

## Three levels

1. Index (home page) list of potential users (audiences)
2. Interactive clarification of needs (simulated conversation with a practitioner)
3. Links to resources and services related to specific needs

Site map and index provides fast access for experienced users

# Need-Based Web Sites

- Elements of each link
  - Description (Not actual title)
  - Potential learning outcome
  - Recommendations on the use of resources provided as appropriate
- Number of links limited by working memory requirements and quality

# Need-Based Web Sites

- User identifies need - for example
  - beginning student selects a program of study related to interests
  - graduating student identifies employers recruiting for specific occupations
- Resources, services, and links are then related to needs

# Aims of the Need-Based Design

- Provide easy access to relevant, high quality links that users understand how to use
- Promote **effective use** of relevant resources and services rather than promoting **comprehensive access** to all possible resources and services

# Advantages

- Users only view resources and services related to their needs
  - Site appears smaller and easier to navigate
  - Users are less likely to be overwhelmed with information
- Users better understand how to use resources
- Users better understand when assistance is needed

# Disadvantages

- Higher development costs
- Long time required for development
- Difficulty in applying the expert knowledge of counselors

# Selecting Web Site Design Features to Promote Learning

- Design
- Content
- Navigation
- Evaluation

# Design

- Consistency
- Cognitive aspects
- Self-sufficiency
- Accessibility

# Design

- Consistency
  - Templates
    - Clarification of audience, clarification of needs, and information delivery
  - Page design
    - Fonts, colors, styles, headers, footers, etc.

Welcome to the FSU Career Center! - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us site map | index | search:  go

home First time user?

# Welcome to The Career Center!

## What brings you here today?

**I am a:**

- Student** seeking career, education, or job assistance.
- Alumni** looking for help with job, education, and career decisions.
- Community Member** seeking information about career and education choices.
- Employer** interested in offering career opportunities to FSU students.
- Faculty, Staff or Administration member** seeking career resources and services.
- Family Member** wanting to assist in the career process.
- Professional** delivering career services or creating career resources.



**what's new**  
January 02, 2001

- 2000-01 Schedule of Events
- Seminole Futures Career Exposition Jan 26
- Co-op/Internship Career Expo Jan 25: Participant List
- Go to JOBTRAK



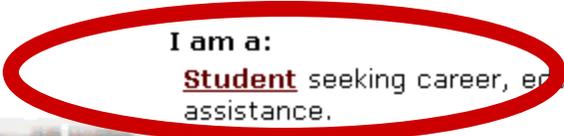
help | about us site map | index

**FLORIDA STATE UNIVERSITY** The Career Center  
Suite A4100, University Center  
FSU, Tallahassee, FL 32306-2490  
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Internet

# Clarification of audience



Student - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > student



# Clarification of audience

I am a:

- Current Student**  
*Explore majors, occupations and educational options.*
- Prospective Student**  
*Seek more information on my future career choices.*

help | about us sitemap | index

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Current Student - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us sitemap | index | search:  go

home > student > current



# Clarification of needs

I am a current student and I want to:

- Choose or change my major.**  
*Learn what's involved in choosing a major and what resources are available in The Career Center.*
- Explore career options & information.**  
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*
- Explore education options after graduation.**  
*Obtain the information you need to make a decision about continuing your education.*
- Find internships, co-ops or other work experience.**  
*Explore internships, co-ops and a variety of programs available for FSU students.*
- Find a job/interview on campus.**  
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*
- Find academic and advising resources on campus.**  
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

help | about us sitemap | index

Internet

Choose a Major - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us | sitemap | index | search:  go

home > student > current > **choose a major**



## Clarification of needs

I am a current student and I want to choose/change my major.  
I would like to:

- Know where to begin.**  
*Learn what is involved in choosing a career or major through the Guide to Career-Decision Making.*
- Visit Career Center Workshops.**  
*Participate in the "Choose a Major" workshops we provide.*
- Take the "Career Class" at FSU.**  
*Learn about an undergraduate course that helps you explore your interests, find majors that might fit you, and develop job search skills.*
- View the "Career Clock."**  
*Read suggestions of where you should be in your academic and career development.*
- Match FSU majors to occupations.**  
*Identify computer, Web, and print-based resources that help you to match FSU majors to occupations.*
- Explore career options.**  
*Gather information about occupations to assist you in choosing a major.*
- Gain more experience before graduating.**  
*Explore opportunities for gaining career experience and discover how to get involved.*

Internet

Guide to Career Decision Making - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us | sitemap | index | search:  go

home > student > current > choose a major > **career decision guide**

*I am a current student and I want to choose a major:  
Knowing where to begin in Choosing a Major or Career.*

## Guide to Career Decision Making/Choosing a Major

There are several objectives to consider when trying to choose a major, including knowing about yourself, knowing about your options, knowing how you make decisions and identifying/addressing any barriers to your career decision making. The relationship between these objectives is outlined in the diagram below, known as the Pyramid of Information Processing.



The diagram is a pyramid divided into three horizontal levels. The top level is a single triangle containing the text "Thinking about my decision making". The middle level is a wider triangle containing the text "Knowing how I make decisions". The bottom level is the widest triangle, divided into two rectangular sections: the left section contains "Knowing about myself" and the right section contains "Knowing about my options".

Information delivery

Once you realize you need to make a career decision, the next step is to clarify what you know about yourself and your options. In looking at your self knowledge it is

Done Internet

# Design (Continued)

- Cognitive aspects
  - Limited demands on memory
    - $7 \pm 2$  options on any page
  - Browsability
    - Grouping and classifying similar information or items
  - Readability
    - Language level appropriate for audiences served

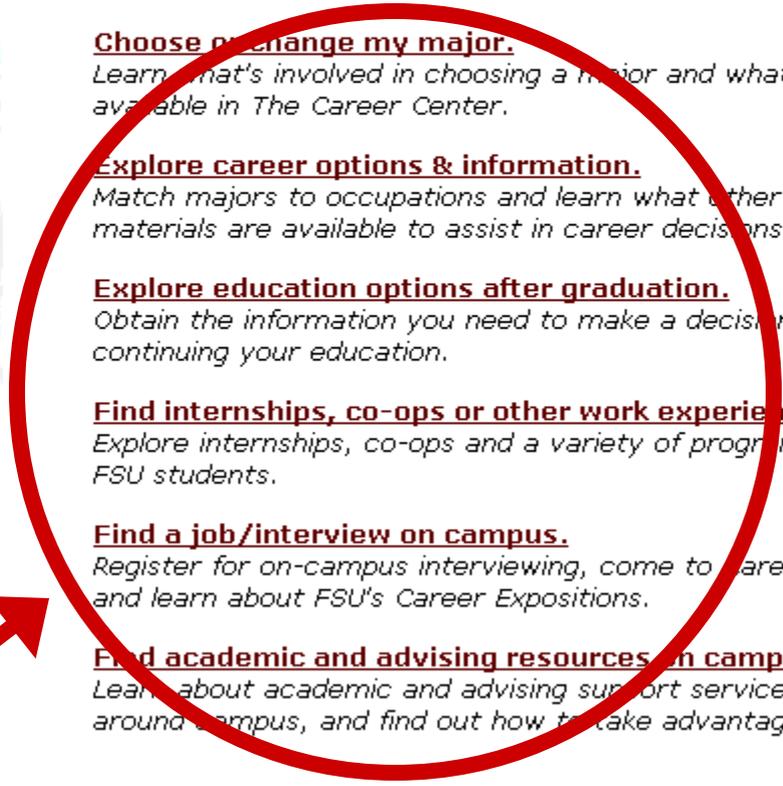


I am a current student and I want to:

7 ± 2

- Choose or change my major.**  
*Learn what's involved in choosing a major and what resources are available in The Career Center.*
- Explore career options & information.**  
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*
- Explore education options after graduation.**  
*Obtain the information you need to make a decision about continuing your education.*
- Find internships, co-ops or other work experience.**  
*Explore internships, co-ops and a variety of programs available for FSU students.*
- Find a job/interview on campus.**  
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*
- Find academic and advising resources on campus.**  
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

Limited demands on memory



# Design (Continued)

- Cognitive aspects (continued)
  - Legibility
    - Font size, type face, colors, etc.
  - Items ordered by developmental sequence or most frequent use

Services Provided for Employers - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > employer > event participation > **services provided**



## Services for Employers' Facilities

- **Facilities**

Career Placement Services encourages on-campus interviewing in the Fall (first of October through November) and Spring (first of February through April). Our facilities are located on the fourth floor of the University Center and in Room 233 of The College of Business.
- **Planning And Scheduling Your Visit**

To review The Career Center's recruitment policies or to discuss your recruitment trip, we encourage you to contact the Associate Director of Career Placement at 850/644-4023. To schedule your interviewing date, please contact our Scheduling Coordinator at 850/644-6493.
- **Information Sessions/Receptions**

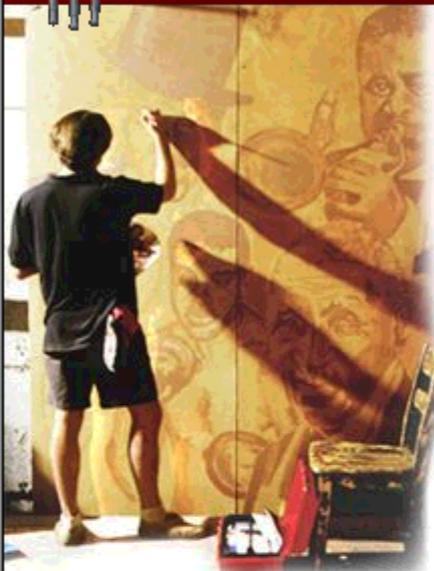
For those employers who wish to schedule information sessions or receptions, our Scheduling Coordinator will make any necessary room arrangements. Please note that audio visual equipment will **not** always be available. If you need on-campus catering, please contact Marriott Catering at 850/644-2404. For additional advertising, please contact the newspaper, [FSView/Florida Flambeau](#), at 850/574-2500 Extension 204.
- **Seminole Futures Career Expo**

Seminole Futures is held in September and January and is open to all employers are interested in recruiting FSU students and alumni through Career Placement Services. Over 200 organizations and approximately 1,500 students participate in this event. This expo is open to all majors. Fall Seminole Futures is typically held the third Friday after classes begin in September from 9:00 AM to 4:00 PM.

Done Internet

Legibility

Font size,  
type face,  
styles, etc.



## Items ordered by developmental sequence or most frequent use

I am a current student and I want to explore Graduate and Professional Education. I want to:

- Decide if I should continue my education**  
*Understand the steps involved in deciding whether to pursue graduate education.*
- Search for a degree program and school**  
*Identify sources for finding the professional or graduate program or school that fits your needs.*
- Learn about the application process**  
*Identify the steps necessary in applying for graduate school.*
- Finance my degree**  
*Seek information on fellowships, assistantships, loans, grants and scholarships.*
- View a suggested time line for the graduate process**  
*Know where you should be during your last two years as an undergraduate.*
- Visit the office of graduate studies**  
*Apply for graduate school at Florida State, request graduate materials and explore available programs.*

# Design (Continued)

- **Self-sufficiency**
  - Page can stand alone if person links from elsewhere
- **Accessibility**
  - Alternate text tags for persons with visual disabilities
  - Selecting colors for persons with color blindness

Choosing an Occupation - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > student > current > career info > **choosing an occupation**

*I am a current student and I want to explore occupations:*

## Choosing an Occupation

Choosing an occupation is an important decision. When making a decision such as this, it is first important to look critically at yourself, and examine your values, interests, and skills. There are many activities available at The Career Center to assist you in this process. See what activities are available for "[Looking at You.](#)"

Gaining knowledge about occupations is also very important in order for you to determine how well each occupation will fit with your values, interests, and skills. Obtain more information about a particular [occupation](#).

Once you have clarified your self-knowledge and examined potential occupations, it is time to make a decision. A useful tool to assist you in this process is the *Guide to Good Decision-Making Exercise* available at The Career Center. This guide can help you weigh out your options and choose the best option for you based on your values, interests, and skills, as well as the impact of your decision on yourself, your family, your community, and your culture.

To access these resources or to get assistance deciding which resources would work best for you, come to The Career Center and speak to a [Career Advisor](#).

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Internet

Page can stand alone if  
person links from elsewhere

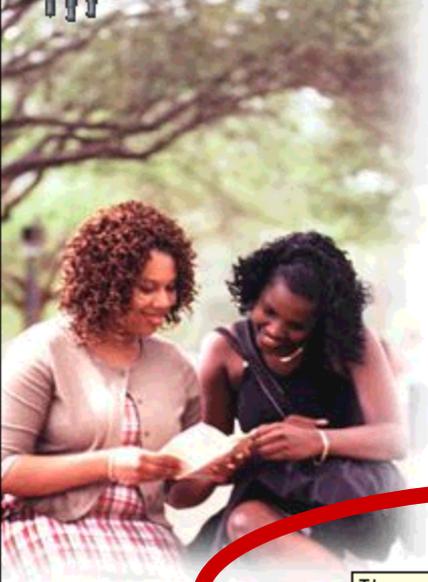
Family Member - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > family member



## Alternate text tags for persons with visual disabilities

I am family member and I want to:

- Learn about services provided at The Career Center.**  
*Discover how The Career Center can assist my family with career decisions.*
- Support a family member making a career decision.**  
*Explore ways of supporting family members who are making career decision.*
- View The Career Center's parent orientation.**  
*Review a slide presentation on an overview of FSU.*
- Obtain information on the "Career Class".**  
*There are many ways for family members to support a student's educational and career experience. Discover how an interesting undergraduate course would benefit a family member.*
- Serve as a networking contact for students and alumni.**  
*Learn how to become a participant in the Seminole Connection program.*

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Internet

# Content

- Writing for the Web
- Graphics
- Help
- Organizational information
- Time-based features
- Place-based features

# Content

- Writing for the Web
  - Info chunking, page length, etc.
- Graphics
  - Related to content, short download time, sensitive to diverse audiences
    - Icons/symbols
    - Photographs
- Help
  - Help information, first time user orientation, how to pop-up window (sequence and use information; circumstances when help is needed)

Self-Knowledge Activities - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > student > current > choose a major > career decision guide > **self-knowledge activities**

*I am a current student and I need to choose a major:  
Guide to Career Decision Making/Choosing a major*

### Self-Knowledge: What kind of activities am I interested in?

Below are activities available at the FSU Career Center to help you in answering this question. You could do one of the activities or all of them. Talk to a Career Advisor for help deciding which activities to complete.

- Complete the [Self-Directed Search](#) (SDS).
- Complete the "Career Area Interest Checklist" in the assessments component of the [CHOICES](#) computer system to explore occupational and educational options related to your chosen interest areas, or use CHOICES' guided access component which allows you to search for occupations based on your preferred career interest areas.
- Complete the Uniact Interest Inventory in the "Learning About Yourself" module of the [DISCOVER](#) computer program.
- Complete the "Self-Assessment" section of [SIGI PLUS](#).
- Complete the [Occupational Card Sort](#).
- Complete the [College Majors Card Sort](#).
- Review the [FSU Undergraduate Programs by Holland/SDS Categories](#) to identify FSU programs consistent with your self-assessment.

To access these resources or to get assistance deciding which resources would work best for you, come to The Career Center and speak to a [Career Advisor](#).

help | about us sitemap | index

Done Internet

Writing for  
the Web

Info chunking,  
page length, etc.

Find a Job - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > student > current > **find a job**

# Content congruence of photographs



**I am a current student and I want to find a job/interview on campus. I would like to:**

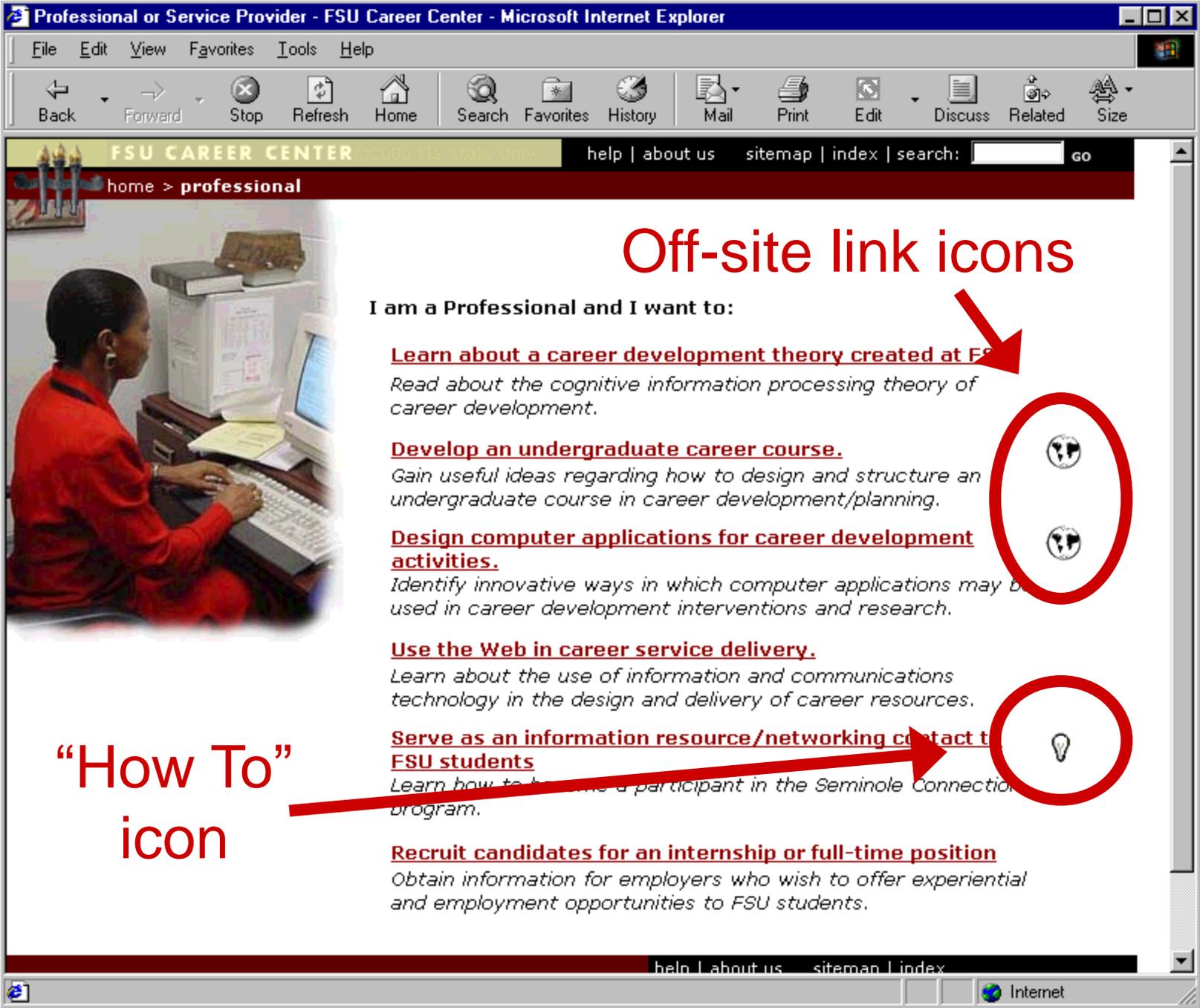
- Find job openings for a field of interest.**  
*Identify Career Center resources that list available positions.*
- Use career guides to assist in the job search.**  
*Read materials on a variety of topics to improve the success of the job hunting process.*
- Attend Career Center events.**  
*View a calendar of expositions, workshops and other activities that will lead to a more effective job search.*
- Learn about other methods of job hunting.**  
*Explore additional options for completing a successful job search.*
- Register for on-campus interviewing.**  
*Take the steps required to participate in on-campus recruitment.*
- Schedule an interview with an employer.**  
*Access JOBTRAK.com to continue the interview process.*

help | about us sitemap | index

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Internet



## Off-site link icons

I am a Professional and I want to:

**Learn about a career development theory created at FSU**

*Read about the cognitive information processing theory of career development.*

**Develop an undergraduate career course.**

*Gain useful ideas regarding how to design and structure an undergraduate course in career development/planning.*

**Design computer applications for career development activities.**

*Identify innovative ways in which computer applications may be used in career development interventions and research.*

**Use the Web in career service delivery.**

*Learn about the use of information and communications technology in the design and delivery of career resources.*

**Serve as an information resource/networking contact for FSU students**

*Learn how to become a participant in the Seminole Connection program.*

**Recruit candidates for an internship or full-time position**

*Obtain information for employers who wish to offer experiential and employment opportunities to FSU students.*

“How To”  
icon

Professional or Service Provider - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address <http://fsu/professional/index.html> Go Links >>

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > professional

**Seminole Connection**  
Seminole Connection is a database of alumni and friends of the university who are willing to serve as information resources and networking contacts to FSU students.

**Example Uses**

As a professional interested in FSU:

- You may elect to be included in the database. In this way you will be assisting FSU students and alumni while simultaneously developing a connection to the university.
- Students and alumni can search the database and may contact you directly for assistance with their individual career development and planning.

**How to Use Seminole Connection**

1. Complete the on-line registration form, which includes information about your career field, employer, geographic area, industry, and contact information.
2. Indicate the way in which you would like students and alumni to contact you (i.e., e-mail, phone)
3. Respond to students/alumni who contact you at your earliest convenience. Share

**[Recruit candidates for an internship or full-time position](#)**  
*Obtain information for employers who wish to offer experiential and employment opportunities to FSU students.*

help | about us sitemap | index

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Done Local intranet

Start Microsoft PowerPoint - [He... Professional or Service Pro... **Seminole Connection** ...

10:57 AM

“How To”  
Pop-Up  
Window



Help  
feature

Help - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > help

## Help **Help information**

This page contains information on several features and tools that are used within The Career Center Web site. It is intended to help you get the most out of your time with us. Here are a few topics that are covered:

- [Tour for First Time Users](#)
- [Purpose](#)
- [Requirements](#)
- [Need-Based Approach](#)
- [Home Page](#)
- [Calendar of Events](#)
- [Symbols](#)
- [Breadcrumbs](#)
- [Site Map](#)
- [Index](#)
- [Search](#)
- [About us](#)
- [FSU Torches](#)

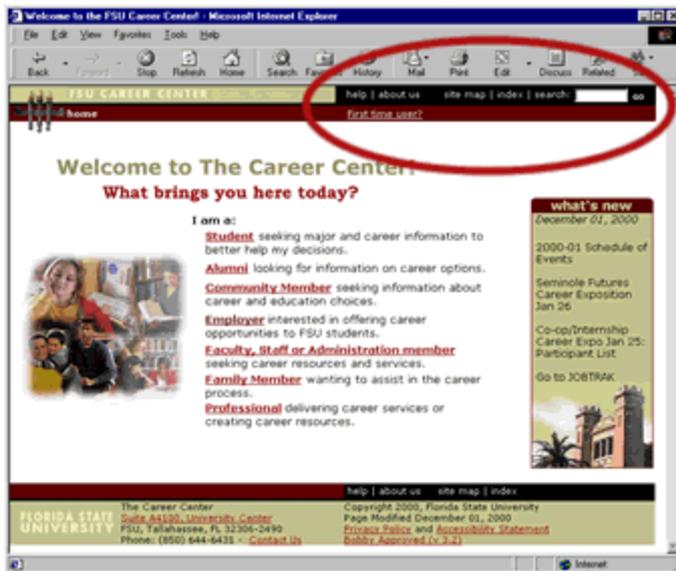
If you have difficulty finding the information that you need, please feel free to [contact us](#).

**Purpose**  
The purpose of this Web site is to provide access to, or information about, the resources and services of The Florida State University Career Center.  
[^ Back to Top](#)

Done Internet



# Help feature - First time user orientation



Welcome to a tour of this Web site's features! Along our six steps, you will learn about features you can use to access The Career Center Web site.

Five helpful tools are highlighted in the red circle to the left. These tools include:

1. **Help** - answers to common questions and problems.
2. **About us** - information about The Career Center such as staff, location, hours and phone numbers.
3. **Site map** - overview of the Web site you can use to access resources.
4. **Index** - alphabetical listing of resources on the Web site.
5. **Search** - type in what you're looking for and click "Go".

[HOME](#) | [NEXT](#)



help | about us | sitemap | index

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# Content (Continued)

- **Organizational information**
  - About us, privacy policy, contact information
- **Time-based features**
  - Calendar, what's new, page modification date
- **Place-based features**
  - Maps and images of physical environment

Microsoft Internet Explorer window showing the FSU Career Center website. The browser title is "About The Career Center - FSU Career Center - Microsoft Internet Explorer". The address bar shows "http://www.careercenter.fsu.edu/aboutus/index.html". The page content includes a navigation menu with "home" and "about us" (circled in red), a large image of a building, and several sections of text describing the center's features, mission, services, staff, location, and development.



# About us

I want to learn about The Florida State University Career Center.

**Tour The Career Center Web site's features.**

*Learn how to find resources and services on this Web site.*

**Read the mission of The Career Center.**

*Explore the goals and objectives of service delivery at our organization.*

**Explore the services provided by The Career Center.**

*Learn about the four offices of The Career Center, and how each can help in the career planning and development process.*

**View a list of Career Center staff members and their telephone numbers.**

*Identify contacts at The Career Center who can help you to make the most of your involvement with our organization.*

**Find the location and hours of The Career Center.**

*View the hours of operation and where the different offices are located.*

**Identify the developers of this site.**

*Learn who has contributed to the development of this Web site..*

**Explore the design and development of the Web site.**

*Learn about the theories and practices that went into the making of The Career Center Web site.*

Mission - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us sitemap | index | search:  go

home > about us > **mission**



*I want to learn about The Career Center:*

## Read the mission of The FSU Career Center

The mission of The Career Center is to:

- 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.

The Career Center has creatively developed an effective, collaborative, interdepartmental array of career services for students and other university constituents.

The Career Center is directly involved in instruction and research to support this mission. Although administratively located in Student Affairs, Career Center interventions impact virtually every facet of university life, including new student recruitment, employer/community relations, research, and alumni affairs.

help | about us sitemap | index

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Done Internet

Staff List - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us | sitemap | index | search:  go

home > about us > **staff list**

## Staff, Fax, and Phone Directory

The Career Center has a large staff of individuals eager to help you in your career development and planning. Please feel free to contact The Career Center with any questions you may have:

**Main Number:** (850) 644-6431

**Career Center Fax:** (850) 644-3273

**Office of the Director:** (850) 644-6491

- [Garis, Jeff](#) - Director
- [Bryant, Roz](#) - Office Manager
- [Collins, Anne](#) - Fiscal Records / Payroll
- [Seaver, Ginny](#) - Information Specialist
- [Powers, Britton](#) - Technology Coordinator
- [Lumsden, Jill](#) - Career Development Coordinator

### Information and Career Advising

*Curricular-Career Information Service (CCIS):* (850) 644-6431

- [Lenz, Janet](#) - Associate Director, Advising / Counseling / Prog
- [Reed, Corey](#) - Assistant Director, CCIS
- [Epstein, Susan](#) - Librarian

Done Internet

## About us: Staff List

Location and Hours - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > about us > location and hours

# About us: Location

**The Career Center** is located in **Building A, Suite 4100** of the University Center. It is open weekdays from **8am to 5pm**. View a more detailed list of [hours and locations](#).

**Directions from the Airport**  
Upon leaving Tallahassee Regional Airport take Route 263 (also known as Capital Circle) east to Route 373 (Springhill Road) north to Lake Bradford Road north to Stadium Drive. Left on Stadium Drive, turn right onto Champions Way. The Visitor's Parking is located in front of Building B on your right. The Career Center is located in Building A.

**Directions from Interstate 10**  
Take Exit 28 south on Capital Circle NW to Pensacola Street (Hwy 20). Take a left (west) on Pensacola Street, driving until you see the Stadium. Take a right (south) on Champions Way and park in the Visitor's Parking lot located in front of Building B on the left. The Career Center is located in Building A.

**Directions from Apalachee Pkwy (U.S. 27)**  
Go west on Apalachee Pkwy until Monroe St. Take a left (south) on Monroe Street, and then take a right (west) on Gaines street. Follow Gaines street (which becomes Stadium Drive) until you come to the Stadium. Turn right on Champions Way. The Visitor's Parking is located in front of Building B on the right. The Career Center is located in Building A.

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Web Site Development Team - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us | sitemap | index | search:  go

home > about us > **development team**

## About us: Authorship

*Learn who has contributed to the design and development of this Web site.*

**The prototype design for this site was created by:**



Scott Arkin, Darrin Carr, Jill Lumsden (*not pictured*), Megan Minvielle, Julia Panke, Britton Powers (*not pictured*), Jim Sampson, and Stacie Vernick

**The on-going development of this site reflects contributions from:**

Scott Arkin, Tracie Barnard, Roz Bryant, Darrin Carr, Anne Collins, Sean Collins, Debbie Crowder, Mary Douglas, Susan Epstein, Jeff Garis, Janet Lenz, Jill Lumsden, Juliette McDonald, Angie McNeill, Megan Minvielle, James Murray, Julia Panke, Gary Peterson, Britton Powers, Gwen Randolph, Bob Reardon, Corey Reed, Pearly Rosier, Jim Sampson, Ginny Seaver, Stacie Vernick, and Myrna Unger

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Design & Development of Website - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > about us > development

# About us: Design Strategies

## Web Site Development

Learn about the concepts, theories, and practices that support The Career Center Web site.

The following strategies were adopted in the design of this site.

- A need-based approach formed the basis for the design of this site. Staff expertise and experience were used to contextualize information for different audiences. Additional information on the need-based approach can be found in [model Web site](#) and [Integrating Distance Guidance](#) slide shows. For an article describing this approach, see: Sampson, J. P., Jr. (1999). Integrating Internet-based distance guidance with services provided in career centers. [The Career Development Quarterly](#), 47, 243-254.
- No more than about seven information "chunks" were placed on each page. This makes the Web site deeper, which may require more user clicks to access information, but results in less information processing and confusion for the user. A more categorically-organized, deeper site makes it easier for the user to create a simple mental model for navigating and using the site. Content was posted in a manner that assists users in selecting, locating, sequencing, and using our information resources (Sampson, 1999).
  - The **selecting** process was facilitated by the need-based design of the site, descriptive internal links, and associated learning outcomes.
  - The **locating** process was facilitated by internal and external links.

Internet

Services Provided - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us | sitemap | index | search:  go

home > about us > **services provided**

# About us: Services Provided

*I want to learn about The Career Center:*

## Services provided by The Career Center

The [Florida State University Career Center](#) provides four general services:

- [Advising and Career Information](#)
- [Internship and Cooperative Education](#)
- [Employment and Post-Graduate Education](#)
- [Technology Research and Development](#)

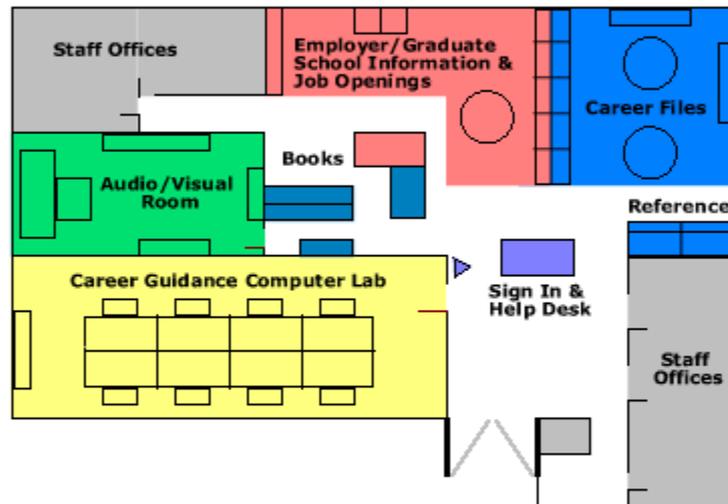
All are located in the University Center, with additional satellite Placement Offices located in Rovetta Business Building and the College of Engineering.

**Advising and Career Information** provided by the **Curricular-Career Information Service (CCIS)**

CCIS is a multi-disciplinary center located on the fourth floor of the University Center, Building A. As the career planning part of The Career Center, CCIS offers a wide variety of career information and programs, as well as a computer lab and audio-visual room. CCIS also houses The Career Center library, and it supports all of the Career Center offices. The library can be of assistance with educational and occupational planning. Books, videotapes, computer-assisted career guidance systems and handouts provide information on choosing a major, career planning or career change, experiential opportunities, resume writing, interviewing, letter writing, the job search, and much more. With assistance from Career Placement Services, the library also maintains extensive job files, which include position openings throughout the

Internet

# Place-based feature



To explore the Career Center even further, click on the map.

## Map

Advising and Career Information are offered through the Curricular-Career Information Service (CCIS). CCIS contains a wide variety of resources, including:

- Career information files
- Index of library resources
- Graduate school information
- Employer information and job openings
- Books and reference materials
- Audio and video tapes
- Career guidance computer systems

In addition, there are handouts on:

- Choosing a major
- Career decision making
- Resume and letter writing
- Interviewing
- Job hunting

The Career Center is located in Building A, room 4101 of the University Center. When visiting The Career Center, first sign-in at the desk. A [Career Advisor](#) will help you as soon as possible.

View a [larger map](#) of the Career Center.  
View [pictures](#) of CCIS Office.

# Place-based feature

## Curricular-Career Information Service Office

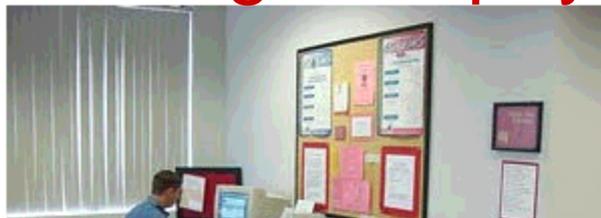


When visiting the The Career Center, first come to the Information Desk and sign-in to obtain assistance.



The Reference desk is where you can get assistance in finding books and materials in The Career Center.

# Images of physical environment



Calendar of Events - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

Address [http://128.186.183.77/calendar\\_of\\_events.cfm](http://128.186.183.77/calendar_of_events.cfm) Go

**FSU CAREER CENTER** help | about us sitemap | index | search:  go

home

# Time-based feature

## The Career Center's Calendar of Events

# Calendar

Event	Date	Time	Location	Description
Orientation	1/10/01	10:30am	<a href="#">312 Union</a>	
Orientation	1/11/01	1:00pm	<a href="#">314 Union</a>	
Resume Writing	1/11/01	3:00pm	<a href="#">312 Union</a>	
Resume Critiquing	1/12/01	3:00pm	<a href="#">Career Center</a>	
Orientation	1/17/01	11:00am	<a href="#">312 Union</a>	
Resume Writing	1/17/01	2:30pm	<a href="#">312 Union</a>	
Orientation	1/18/01	2:00pm	<a href="#">314 Union</a>	
Resume Critiquing	1/18/01	3:00pm	<a href="#">312 Union</a>	
Orientation	1/19/01	1:00pm	<a href="#">B224 COEng</a>	
Orientation	1/22/01	1:30pm	<a href="#">314 Union</a>	
Resume Writing	1/22/01	3:30pm	<a href="#">312 Union</a>	
Resume Critiquing	1/23/01	1:00pm	<a href="#">Career Center</a>	
Orientation	1/23/01	7:00pm	<a href="#">B226 COEng</a>	
Orientation	1/24/01	10:00am	<a href="#">314 Union</a>	
Co-op/Internship Exposition	1/25/01	1pm-5pm	<a href="#">Civic Center</a>	
Co-op/Internship Exposition	1/25/01	1pm - 5pm	<a href="#">Civic Center</a>	
Seminole Futures Career Exposition	1/26/01	9am - 12noon	<a href="#">Civic Center</a>	

Internet

Welcome to the FSU Career Center! - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us site map | index | search:  go

home [First time user?](#)

# Time-based feature

# What's New

## Welcome to The Career Center!

### What brings you here today?

I am a:

- Student** seeking career, education, or job assistance.
- Alumni** looking for help with job, education, and career decisions.
- Community Member** seeking information about career and education choices.
- Employer** interested in offering career opportunities to FSU students.
- Faculty, Staff or Administration member** seeking career resources and services.
- Family Member** wanting to assist in the career process.
- Professional** delivering career services or creating career resources.



**what's new**  
January 02, 2001

2000-01 Schedule of Events

Seminole Futures Career Exposition  
Jan 26

Co-op/Internship Career Expo Jan 25:  
Participant List

Go to JOBTRAK



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**FLORIDA STATE UNIVERSITY** The Career Center  
Suite A4100, University Center  
FSU, Tallahassee, FL 32306-2490  
Phone: (850) 644-6431 - [Contact Us](#)

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Privacy Policy - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us sitemap | index | search:  go

home > **privacy policy**

# Privacy Policy

## Privacy Policy

### The Career Center's Approach

The Career Center recognizes your right to privacy. We use security precautions to make sure any information we collect about you remains private. Certain portions of the our Web site (<http://www.career.fsu.edu>) may require you to sign in or create an account. Due to licensing and other restrictions, the information in these areas is limited only to students of Florida State University and its recruitment and internship partners. Your private information (which may include your name, address, e-mail address, and other resume information) is not shared with any individuals or organizations outside of The Career Center unless you have authorized us to do so via participation in one of our internship or placement programs.

### Children Online

In compliance with the *Children's Online Privacy Protection Act* of 1998, portions of our site requiring registration should not be used by children under the age of 13 without parental permission. Children should ask parents and guardians before submitting any personal information online. Parents and guardians are encouraged to supervise their children's online activities. If children will be using the Web unsupervised, parents may wish to consider third-party filtering software designed to provide a child-friendly online environment. Such filtering software may also prevent children from submitting personal information.

### Sites We Link To

The Career Center creates links to other Web sites which may help you in exploring career and education options. We are not responsible for the privacy practices of these additional Web sites.

### Chat Forums

The Career Center may also occasionally make chat or discussion forum's available for user services or special topics. Please keep in mind that any information you post to such discussions

Internet

# Contact information

## Welcome to The Career Center!

### What brings you here today?

I am a:

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**Alumni** looking for help with job, education, and career decisions.

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**Employer** interested in offering career opportunities to FSU students.

**Faculty, Staff or Administration member** seeking career resources and services.

**Family Member** wanting to assist in the career process.

**Professional** delivering career services or creating career resources.



### what's new

January 02, 2001

2000-01 Schedule of Events

Seminole Futures Career Exposition Jan 26

Co-op/Internship Career Expo Jan 25: Participant List

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File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us site map | index | search:  go

home [First time user?](#)

# Page modification date, copyright, privacy policy, and accessibility statement

## Welcome to The Career Center!

### What brings you here today?

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- Student** seeking career, education, or job assistance.
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**what's new**  
 January 02, 2001

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Go to JOBTRAK



help | about us site map | index

FLORIDA STATE UNIVERSITY The Career Center  
 Suite A4100, University Center  
 FSU, Tallahassee, FL 32306-2490  
 Phone: (850) 644-6431 - [Contact Us](#)

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Internet

# Navigation

- Links
- Feedback
- Resource-based tools

# Navigation

- Links
  - Audience
  - Descriptive labeling
  - Learning outcomes
- Feedback
  - Clarification of path chosen
  - Breadcrumbs

# Welcome to The Career Center!

## What brings you here today?

# Audiences

**Team a:**

- Student** seeking career, education, or job assistance.
- Alumni** looking for help with job, education, and career decisions.
- Community Member** seeking information about career and education choices.
- Employer** interested in offering career opportunities to FSU students.
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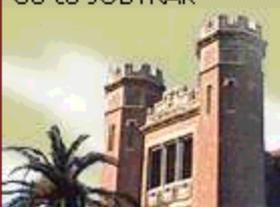
**what's new**  
January 02, 2001

2000-01 Schedule of Events

Seminole Futures Career Exposition Jan 26

Co-op/Internship Career Expo Jan 25: Participant List

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

**FSU CAREER CENTER** help | about us sitemap | index | search:  go

home > student > **current**



# Descriptive labeling

I am a current student and I want to:

- Choose or change my major.**  
*Learn what's involved in choosing a major and what resources are available in The Career Center.*
- Explore career options & information.**  
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*
- Explore education options after graduation.**  
*Obtain the information you need to make a decision about continuing your education.*
- Find internships, co-ops or other work experience.**  
*Explore internships, co-ops and a variety of programs available for FSU students.*
- Find a job/interview on campus.**  
*Register for on-campus interviewing, come to Career Workshops, and learn about FSU's Career Expositions.*
- Find academic and advising resources on campus.**  
*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

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home > student > **current**



# Learning outcomes

I am a current student and I want to:

- Choose or change your major.**  
*Learn what's involved in choosing a major and what resources are available in The Career Center.*
- Explore career options & information.**  
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*
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*Learn about academic and advising support services that exist around campus, and find out how to take advantage of them.*

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

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home > student



**I am a:**

- [Current Student](#)  
*Explore majors, occupations and educational options.*
- [Prospective Student](#)  
*Seek more information on my future career choices.*

**Clarification of path chosen**

help | about us sitemap | index

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

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home > student > **current**



**I am a current student and I want to:**

- Choose a major.**  
*Learn what's involved in choosing a major and what resources are available in The Career Center.*
- Explore career options & information.**  
*Match majors to occupations and learn what other options and materials are available to assist in career decisions.*
- Explore education options after graduation.**  
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help | about us sitemap | index

Internet

Clarification  
of path  
chosen

Choose a Major - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home > student > current > choose a major



**I am a current student and I want to choose/change my major. I would like to:**

- Know where to begin.**  
*Learn what is involved in choosing a career or major through the Guide to Career Decision Making.*
- Visit Career Center workshops.**  
*Participate in the "Choose a Major" workshops we provide.*
- Take the "Career Class" at FSU.**  
*Learn about an undergraduate course that helps you explore your interests, find majors that might fit you, and develop job search skills.*
- View the "Career Clock."**  
*Read suggestions of where you should be in your academic and career development.*
- Match FSU majors to occupations.**  
*Identify computer, Web, and print-based resources that help you to match FSU majors to occupations.*
- Explore career options.**  
*Gather information about occupations to assist you in choosing a major.*
- Gain more experience before graduating.**  
*Explore opportunities for gaining career experience and discover how to get involved.*

Internet

Clarification  
of path  
chosen

Tips for Success - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help about us sitemap | index | search:  go

home > employer > event participation > tips for success

## Tips for A Successful Career Exposition Experience

- **Know Your Audience**

Knowing the student demographics and population characteristics is important. If you want to know more about the FSU student population, refer to page 16 of this guide or visit our website at [www.fsu.edu](http://www.fsu.edu).
- **Send Your Alumni Back to Campus**

FSU alumni are proud of their institution and love to return to their alma mater. Alumni who are outstanding communicators are great advertisements for your organization.
- **Your Campus Team Should Reflect Organizational Diversity**

Homogeneity in a recruiting team may cause suspicion or wariness among students of color. FSU boasts a 24% multicultural student population. Make sure your team sends the right message.
- **Staff Your Booth Appropriately—Prepare for the Peaks & Valleys**

As you arrive, you will notice students eagerly gathered outside of the Exhibition Hall. Our peak hours are 10:30 am- Noon and 1:00 pm - 3:00 pm. Design an overlapping shift schedule, so there is always adequate staffing at your booth.

Done Internet

Breadcrumbs

# Navigation (Continued)

- Resource-based tools
  - Search
  - Site Map
  - Index

Search - FSU Career Center - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about us sitemap | index | search:  go

home

## Search Results **Search (resource-based)**

408 pages found out of 471 searched.

- 100% [SDS 3340 Syllabus - FSU Career Center](#)**

Course procedures are then described, including Format, Prerequisites, Performance Contract, Instructors, Grading, Behavior Expectations, Materials, and Textbooks. Introduction to Career Development is a systematically designed course based on the cognitive information processing theory for career problem solving and decision making developed at FSU, and incorporates modularized multi-media instructional materials. The course is designed to inform students about career planning and ...
- 100% [Site Index - FSU Career Center](#)**

"What's Involved in Making a Career Decision? The Career Center Suite A4100, University Center FSU, Tallahassee, FL 32306-2490 Phone: (850) 644-6431 - Contact Us Copyright 2000, Florida State University Page Modified September 27, 2000 Privacy Policy and Accessibility Statement Bobby Approved (v 3.2)
- 99% [Services Provided - FSU Career Center](#)**

CCIS is a multimedia career resource center located on the fourth floor of the University Center, Building A. As the career planning part of The Career Center, CCIS offers a wide variety of career information and programs, as well as a computer lab and audio-visual room. CCIS also houses The Career Center library, and it supports all of the Career Center offices. Books,

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Site Map - FSU Career Center - Microsoft Internet Explorer

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Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss Related Size

FSU CAREER CENTER help | about u sitemap | in dex | search:  go

home > **site map**

## Site Map **Site Map (resource-based)**

This site map organizes our Web site's pages by five major areas of service:

- [About the Career Center](#)
- [Information and Career Advising](#)
- [Internship and Cooperative Education](#)
- [Employment and Post-Graduate Education](#)
- [Research and Development](#)

**About the Career Center**

- [Accessibility Statement](#)
- [Calendar of Events](#)
- [Career Center Map](#)
- [Help](#)
- [Location and Hours](#)
- [Mission Statement](#)
- [Privacy Policy](#)
- [Services Provided](#)
- [Staff, Fax and Phone Directory](#)
- [Tour of the Website Features](#)

**Information and Career Advising**

- [Assessment Tools](#)
- [Career Center Workshops](#)
- [Career Changes within the State University System](#)
- [Career Classes at FSU](#)

Internet

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File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Discuss Related Size

FSU CAREER CENTER help | about us sitemap | **index** | search:  go

home > **site index**

# Index (resource-based)

Site Index

<a href="#">A</a>	<a href="#">B</a>	<a href="#">C</a>	<a href="#">D</a>	<a href="#">E</a>	<a href="#">F</a>	<a href="#">G</a>	<a href="#">H</a>	<a href="#">I</a>	<a href="#">J</a>	<a href="#">K</a>	<a href="#">L</a>	<a href="#">M</a>
<a href="#">N</a>	<a href="#">O</a>	<a href="#">P</a>	<a href="#">Q</a>	<a href="#">R</a>	<a href="#">S</a>	<a href="#">T</a>	<a href="#">U</a>	<a href="#">V</a>	<a href="#">W</a>	<a href="#">X</a>	<a href="#">Y</a>	<a href="#">Z</a>

- A -

- [About The Career Center](#)
- [Academic Advising](#)
- [Accessibility](#)
- [Administrators](#)
- [Advertising Positions](#)
- [Advisors, Career](#)
- [African-American Students, Resources for, Module Sheet](#)
- [Alumni, Information For](#)
- [Assessments](#)

Done Internet

# Evaluation

- Usability testing
  - Observation
- Evaluation
  - Perceptions of audiences, staff, stakeholders
- Site design documentation
  - Authorship, design strategies, technical specifications
- Tracking of Web site usage
  - Statistics and patterns

# Web Site Politics

- Control the site - control the service
- Narrow design - expertise of one individual
- Limited collaboration - limited integration
- Web site reflects the organization instead of the individuals served -  
“My work and my office are important and should be shown on the web site.”

# Web Site Design Strategies

- Make the web site an “intelligent” site by incorporating the expertise of the staff as well as delivering information

# Web Site Design Strategies

- Use staff experience to visualize what individuals say (or could say) when they enter a service delivery center, and then
  - respond with additional statements to clarify user needs, or
  - link to resources and services that relate to the user needs you have identified

# Web Site Design Strategies

- Start web site design by focusing on content, then design web site functioning based on available technical options
- Begin by asking the following questions:
  - Who does (or should) the web site serve?
  - What are the needs of users?
  - What resources are available (or should be available) to meet user needs?
- Then link the needs of various types of users to specific resources

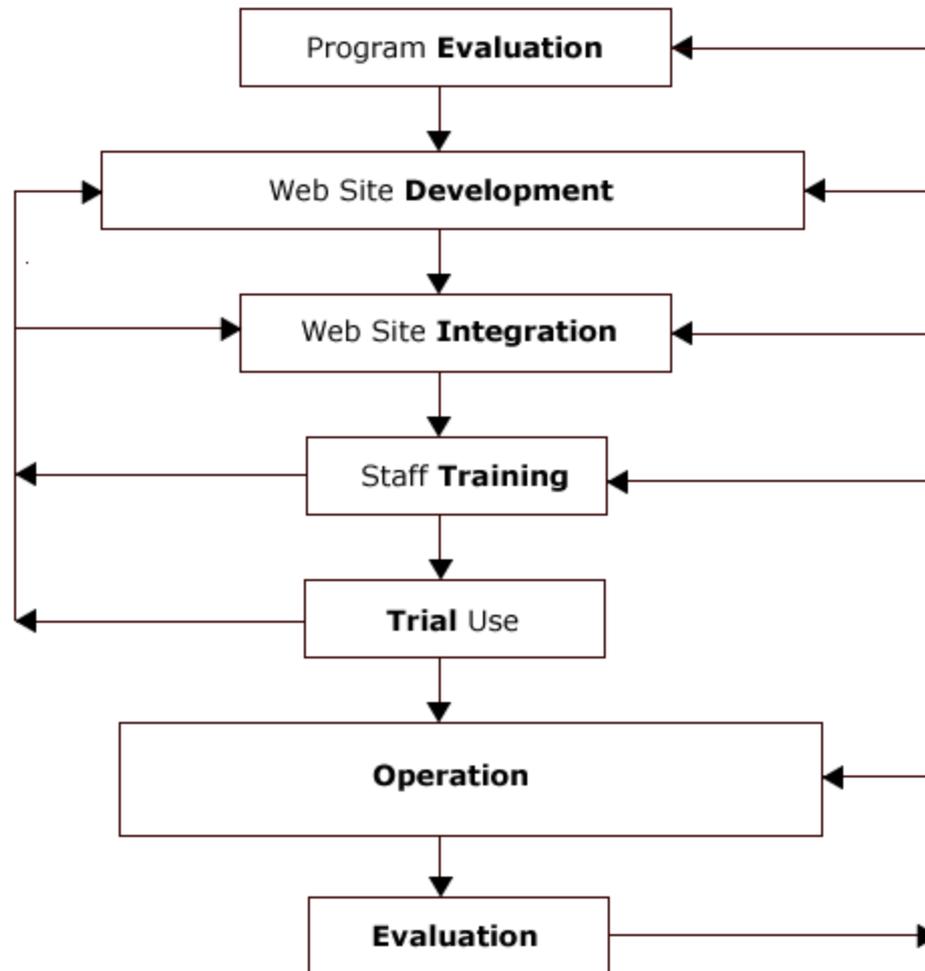
# Web Site Design Strategies

- Use a collaborative approach to design rather than delegate it to one staff member, such as a web master -
  - Groups tend to make better decisions, which can result in a more complete and better functioning web site
  - Also, remember the old adage - “people support what they help create.”

# A Process for Developing the Structure of Need-Based Web Sites

1. Define Audience(s)
2. Define Needs of Specific Audience Members
3. Create List of Orgs Resources and Services
4. Define Purpose(s) that Resources/Services Address
5. Match Audiences to Resources/Services via Needs
6. Write Outcome Statements
7. Write Audience Goals
8. Compose Additional Features to Facilitate Linking Needs with Resources/Services

# The Seven-Step Implementation Model



For Additional Information

[www.career.fsu.edu/techcenter/](http://www.career.fsu.edu/techcenter/)

[www.career.fsu.edu](http://www.career.fsu.edu)