

CONNECTION

KEEPING FLORIDA FIRST

2013 SPRING EDITION

Message from the President

Jennifer Zeigler, 2012-2013 FCPA President




It's hard to believe that spring is already here and the academic year is coming to a close, welcoming in the summer fun! When temperatures rise in Florida, it's easy to wish that we all got a break to enjoy some of our famous Florida sunshine; however, most of you will agree that things are busier than ever.

This past December, I was fortunate to attend the SoACE annual conference in St. Pete Beach. It once again reminded me how important associations like FCPA are to our professional lives and offer valuable networking opportunities some people are not fortunate enough to have. Conferences like these also offer access to information from experts that you just cannot get anywhere else. I was able to learn so much from keynote speakers Mark Progue, Vice President of the Education Practice of Gallup Inc., Diane Gottsman, author and national etiquette expert and Dr. Gregg Steinberg, author and professor of human performance. We covered topics such as preparing students for campus recruiting, cultivating college talent through direct outreach, and building relationships to ensure a high return on investment. It was a fantastic conference which brings me to the FCPA annual conference this June.

We are currently in the planning stages for this year's conference, but I can announce that it will be held in beautiful Orlando. I am looking forward to another productive few days with old friends and new, all making professional development a priority in their busy lives. I want to say thank you in advance to all our wonderful volunteers who truly make everything happen, and encourage you to get involved! We cannot grow without the input of our amazing members, so please let us know anything you would like to see, hear or experience at our next conference.

Thank you once again for all your support and everything you do to make FCPA beneficial to all its members.

- Jenn 

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Treasurer's Report

Lisette Guillen-Dolby

Our current balance, as of March 31, 2013, includes the SunTrust statement at \$24,015. Please be reminded that this does not include our \$10,024 in Business Money Market and our SunTrust Certificate of Deposit (CD) for \$20,667.



FCPA Conference Updates

June 19-21, 2013 at the Wyndham Lake Buena Vista Resort, Orlando, FL

Tracy Joinson, FCPA Vice President and Conference Chair

Our annual conference is fast approaching, so now is the time to register and make travel plans if you haven't already. The focus this year is *Finding Magic in the Moment*. I know we ALL have those moments when your interaction with someone brings an unstoppable smile to your face, or a frustrating experience forces you to search, sometimes REALLY deep, for the magic in the moment, but either way, it is something we all have in common, particularly when working with students. We will come together at the conference to reinvigorate, network, and create even more magic.

The event will be held at the Wyndham Lake Buena Vista Resort in Orlando, and as always, this conference will offer the opportunity for professional development and networking in a relaxing and fun environment. Hotel reservations can be made by calling the resort directly (407-828-4444) and asking for the FCPA conference rate. Although our room block has sold out, *at the time of this writing*, the hotel was still providing our negotiated rate of \$79 per night plus a \$10 daily resort fee (for a total of \$89 per night) for new reservations.

A few more things worth noting:

- The annual conference is not possible without donations to the President's Council. If you are looking for a way to highlight your organization AND support FCPA, look no further. 100% of your donation supports the conference. Please contact Delicia Lewis, dlewis@fit.edu
- We have several special benefits from holding the conference at an official Walt Disney World hotel if you choose to mix business with pleasure. We are eligible for discount Park tickets through a "Specially Priced Meeting & Convention Ticket" program. Also, for those of you bringing children, the hotel hosts Disney character breakfasts on scheduled days (check hotel website for details). Last but not least, the property is in close walking distance to Downtown Disney and all of the amenities available there.
- Take a look at the (tentative) schedule at a glance posted on the conference website as well as links to *all things conference related* by visiting <http://www.fl-cpa.org/annual-conference>.

I look forward to seeing everyone in June!



Conference Programming Update

Megan Waldeck, FCPA Professional Development Director

I'm excited to see you all in Orlando soon! From breakout sessions, to roundtable discussions, to our keynote speakers, we've got a great programming lineup for June.

We're pleased to announce that Gene Columbus from the Orlando Repertory Theater will be joining us as our opening keynote speaker! Gene began his career as a performer in motion pictures, network television, and musical theater. Following that, he spent over 30 years as the Manager of Entertainment Staffing at Walt Disney World. He has also served as an Adjunct Professor in the Stage Management Program at the University of Central Florida.

We're also pleased to welcome John Doughney as a speaker! A graduate of Florida State University, John has had a successful marketing career in the food/beverage industry, and now serves as a Global Marketing Solutions Client Partner at Facebook.

Stay tuned for more updates as the conference approaches! For an outline of conference events, you can view the schedule at a glance on the FCPA website.

There are still opportunities to get involved. If you are interested in volunteering as a room host, please contact Adam DeRosa at aderosabroward.edu.

UWF Hosts Second Annual Etiquette Dinner

Kate Hollimon, University of West Florida

In February, the University of West Florida hosted their second annual Etiquette Dinner – Interview Edition. This event distinguishes itself from a typical Etiquette Dinner as it is the next step beyond learning basic etiquette to application with an employer. The UWF Career Services offices hosted the Etiquette Dinner – Interview Edition off campus at a local popular restaurant, McGuire's Irish Pub, to give students a more authentic experience of interviewing over a meal. Sixteen employers were invited to dine with students and ask them basic interview questions while also providing the students feedback on their interviewing skills.

For students who attended the fall Etiquette Dinner, they were able to put into practice all they had learned regarding interviewing techniques over a meal; however, students shared that they still learned even more from the Interview Edition of the Etiquette Dinner, "[the event] had great tips for what to do to prepare for an interview and what to ask the interviewer." Employers responded that they felt similarly regarding the additional training that students received at the dinner, "Thank you so much for allowing me to participate in the UWF interview etiquette dinner this year. This was an excellent event! Participants were provided with invaluable information and practice to ensure success in their future interviews."

The evening began with a salad course and allowed employers and students to complete introductions. The main course was served buffet style which was selected intentionally so as to expose students to how to navigate etiquette when going through a buffet line. After final educational instructions were given regarding further interviewing techniques and etiquette, the dessert course was served. Over 50 students engaged in the meal saying that they felt they learned valuable information, "I learned a lot and feel as though it will help me in the real world."

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Career Counselors Orchestrating Insight

Tom Broussard, Ph.D.

Insight (what some call the “Aha!” moment) comes to people in many ways, and not necessarily when they learn something new as much as when they see something that they know (or thought they knew) in a new way. SO, what we try to do is create the conditions under which the individual (in even the smallest of ways) can be led to actually “see” something differently.

Of course, in order to do this the conversation must start with a discussion of seeing and how one learns “to see” anything...especially, how one learns to see things that they have never seen before but which have been right before their eyes all along.

As a precept of (much of) adult learning, adults already know what they need to know. So effective adult education depends on creating the conditions under which the adult learner is led to see things in a new light.

The parable of the three stone masons is always a useful story: three masons are approached by a visitor while they are out cutting stone in the heat of the day. They each are using a hammer and a chisel and to all intents and purposes, they are performing identical tasks. When the first stone mason is asked what he is doing, he replies, “You fool...can’t you see what I am doing? I am slaving away in the hot sun cutting rocks!”

The second one answers the same question, “I am a stone cutter and this is what I do. I cut rocks.” The third one answers, “Why, I am building a cathedral!” Nothing is different between the stone masons except what they see in their mind’s eye.

We all see things which we take for granted (and have taken for granted for so long) that often we can no longer see them in different (and exciting) ways. Similar to the masons, work (the act of working) for many people has become narrowly described and discussed simply in terms of “what they do,” not “what they see.”

In today’s globally connected and service-dominated marketplace, more and more of work is defined by how people *see* a thing and less by the thing itself. Successful builders of any edifice in this new world are the ones with the vision to see in different ways and help create the conditions under which others may share that new vision—that new way of seeing.

21st century career development (most of which must be self-directed—an even more challenging task!) must focus first on the act of *seeing* (and our capacity to change how we see things) as a necessary precursor to raising the cathedrals demanded in every modern organizational realm. While we may all be stone cutters, the “Aha!” moment graces those who learn to see what others are late (or loath) to consider as part of their reality.

In a similar way, career counselors are (or try to be) adept at creating the conditions under which the “Aha!” moment will be a more likely outcome of the encounter because they focus first on how their client *sees* anything --the world, themselves, their strengths, their weaknesses, etc. before turning to what they might *do* in the future.

These “castles in the clouds” rise from our experience, our education and the inner nature of things that construct knowledge as well as constructing cathedrals. Great career counselors are particularly good at orchestrating what they have seen in the past and integrating it with the future.

University of West Florida Career Services Engages International and Study Abroad Students

Katie Hudon, University of West Florida

The University of West Florida (UWF) Career Services Department has partnered with the Office of Diversity and International Education and Programs (ODIEP) to afford UWF international and study abroad students the opportunity to learn about techniques and best practices in career planning and to understand the availability and advantages of engaging in experiential learning. Both international students and study abroad students have unique needs, opportunities and challenges they face. UWF Career Services has worked to become well informed about these populations so that the office can better support, offer programming, and assist these students in communicating their experiences to bolster their credentials and help ease the transition for them into their future careers.

In addition to extensive research conducted by Career Services staff, representatives from Career Services from both the Career Planning Team and the Experiential Learning Team reached out to the Director of the International Student Office as well as Program Coordinators/Advisors for International Students, the International Center and Study Abroad. Setting up meetings with these ODIEP staff members created an ongoing series of forums for learning about students with which the ODIEP regularly worked. Career Services representatives were able to ask pointed questions about how to best reach out to and serve international and study abroad students. Moreover, to get a pulse on the needs of international students, discussions with the ODIEP included uncovering common questions and concerns related to Career Services that were asked by UWF international students. For study abroad students, opportunities such as international internships and future participation at the ODIEP-hosted Study Abroad Fair were explored.

From these meetings, Career Services gained valuable insight on participation and partnership opportunities available through events and activities hosted by the ODIEP. For example, participation through volunteerism at large-scale events hosted by the ODIEP (such as UWF Celebrates the World and Cultural Explosion) allowed staff members to meet and interact with many UWF international students and those students interested in study abroad.

In addition to learning more about ODIEP events and international and study abroad students, Career Services was able to share its own upcoming events. Representatives of the office were also able to inform the ODIEP team about the full range of services available through the Career Services office.

As a result of this newfound relationship between the two departments (which are housed in two different divisions at UWF), the lines of communication are fully open between the ODIEP and Career Services. For example, recently, job scam alerts were discussed in a Career Services staff meeting. As this issue was being discussed in the staff meeting, Career Services staff quickly recognized that this information should be shared with the ODIEP, as many of these scams target international students. Soon after the staff meeting, this information was relayed to appropriate individuals in the ODIEP. In addition to protecting students because of the free flow of information now existing between the two offices, international students are very frequently referred to Career Services for various career needs. The close relationship between the two offices keeps Career Services forefront in the minds of ODIEP staff as a helpful resource for both students and staff members.

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FCPA Website Gets Facelift

Alicia Smyth, Information Management Director

The FCPA website was recently enhanced to include two static textboxes on the right to be used for quick links and announcements. You will find these boxes on every page throughout the website for ease in navigation and a quick reference to important information. Also added was a collage of photos from the 2010-2012 conferences.

Check it out when you have a moment—you might even see yourself!

The screenshot displays the FCPA website homepage. At the top left is the FCPA logo (Florida Career Professionals Association). To the right is a photo of a group of professionals in business attire. Below the logo is a navigation menu with links: Home, About, Membership, Events, Resources, My Profile, Contact, and Login. The main content area features a 'Welcome to the Florida Career Professionals Association' message, followed by a paragraph describing the association's mission. Below this is a collage of 16 photos from various conferences. On the right side, there are two vertical boxes: 'QUICK LINKS' with links for Join FCPA, Annual Conference, Upcoming Events, Member Login, Update Profile, and Contact Us; and 'ANNOUNCEMENTS' with text about the latest newsletter, the 2013 Annual Conference (June 19-21 at Wyndham Lake Buena Vista Resort in Orlando), a tentative at-a-glance schedule, a call for President's Council sponsors, a nomination deadline for members (4/5), a call for articles (4/15), and information about the MemberClicks mobile app and social media links (LinkedIn and Twitter). At the bottom, there is a footer with the slogan 'Keeping Florida First!', the copyright notice '© 2013 Florida Career Professionals Association', and the text 'powered by memberclicks'.

International and Study Abroad Students, *continued from page 5*

Finally, a capstone programming initiative was launched in the Fall of 2012, an initiative that further demonstrates the impact of the flourishing collaboration between the two departments. In an effort to focus on the specific needs of international students, a series of career-related workshops targeting international students were held. The first workshop provided an overview of Career Services and gave some specific information related to job search strategies, networking, and goal setting. The second workshop, held early in the Spring of 2013, provided students with techniques for interviewing, networking, and engaging employers at career events. This presentation was strategically situated for relevancy less than three weeks before the UWF Spring Career Showcase, which was the largest career expo of the Spring 2013 Term. Several international students attended the career expo after coming to the workshop. The third workshop, which was a resume workshop, allowed international students the opportunity to identify similarities and differences between resumes in their home countries and in the U.S. All of the workshops were infused with well-researched content highlighting best career development practices for international students. Students from both the Pensacola and Emerald Coast campus attended the workshops, and international students representing each of the three UWF colleges were present. Students attending the workshops were very engaged and asked in-depth and specific questions that allowed Career Services staff to convey their knowledge gained from research and experience.

Etiquette Dinner, continued from page 3

Of all the employers who responded to a survey following the event, they all said they would be very likely or extremely likely to return next year as a host for the Etiquette Dinner – Interview Edition. Employers expressed their positive feedback regarding the purpose of the event, “ [we are] pleased to partner with UWF in preparing students ...for success in their employment and business endeavors.”

Because of the positive feedback from both students and employers, it’s a clear demonstration of the need for this type of application event. UWF Career Services intends to host the event next year with continued plans to host the event off campus at a local community restaurant.

6 Ways to Use Your School’s Alumni Network to Land a Job

Val Matta, CareerShift

As graduation draws near, college students become stressed about employment. After spending the majority of their lives studying, they suddenly have a new, often unfamiliar task: the post college job search.

But many college students don’t realize the bounty of resources available to them for the job search. Beyond employment agencies and company websites, college alumni networks are a great resource for potential job opportunities and employment ideas.

But just how can college students tap into the power of alumni networks? What are the proper routes to take, and what’s the right etiquette for approaching a potential networking contact? **Here are six ways college students can use their college alumni network to land a job:**



- 1. Start early.** Don’t wait until the minute you need a job to start tapping into your school’s alumni network. While it’s never too late to get started, you should try to make networking connections throughout your entire college career so you have a good database of personal networking contacts to tap into after graduation.
- 2. Find contacts.** Talk to your career services center to see if they keep a database of alumni willing to talk to students about their professional careers. Many colleges and universities do this. Most schools also have alumni relations offices that can put you in contact with professional alumni in your industry or field, or those that have relationships with employment agencies.
- 3. Get involved.** Joining campus organizations--or even off-campus organizations--can help you to connect with current students and gain access to alumni who have participated in the same groups. Consider student clubs, volunteer groups, community centers, political organizations, student newspapers or blogs, theatre groups, or other organizations that pique your interest. Not only will you gain a great addition to your skill set and resume, but you’ll glean direct access to a large pool of alumni with similar career goals.

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Alumni Network, *continued from page 7*

4. Tap into social media. In today's technological landscape, the power of social media -- sites like Facebook, Twitter, and LinkedIn -- is unmatched when it comes to connecting professionals across time and place. Brand yourself on your personal social media accounts by ensuring your image remains professional and focused on your industry, but don't forget to showcase your interests, unique traits, and personality as well. Once you've established a professional personal brand on social media, you'll feel more comfortable reaching out to alumni contacts. Alumni and employment agencies often reach out to students with completed LinkedIn profiles.

5. Start a conversation first. Approaching someone by saying "I need a job" isn't going to get you anywhere. You'll just look desperate and, even worse, inconsiderate. Whether you're talking to alumni contacts via email, phone, or social media, always start a conversation first, and talk job opportunities later. Find a common point of interest with your new networking contact--it's easy with social media--and go from there. Reply to their tweets, comment on a blog post, or send an email with a news article or online video you think they may like.

6. Set up an informational interview. Informational interviews are a great way to pick the brains of professionals you admire. Informational interviews can often lead to advice, job openings, or introductions to more networking connections. To set up an informational interview, simply ask your networking contact to meet you for lunch or coffee. Bring a copy of your resume and a few questions you want to ask. Keep the conversation short--less than 30 minutes--and follow up afterward via email or phone to thank them for their time.

Tapping into the power of an alumni network doesn't have to be difficult. If college students are proactive about the networking process, they'll have no problems establishing themselves in entry-level positions after college.

Val Matta is the vice president of business development at CareerShift, a comprehensive job hunting and career management solution for university career centers that gives students and alumni complete control over their job search. Connect with Val and CareerShift on LinkedIn.

The President's Council Needs Your Help!

2013 FCPA conference planning is well under way. For the President's Council Committee, we are aware that many of you have institutional budgets stretched tighter than ever before. It is for this exact reason the President's Council is coming to you with a plea for financial support. Your commitment today will make a difference to the 2013 FCPA conference!

FCPA leadership has worked extremely hard the last several years to provide outstanding conference venues and speakers while remaining fiscally strong. FCPA continues to offer professional conferences at an exceptional value to our members. In order to do this year after year donations to the President's Council is essential. We ask that if you were able to donate last year, please try to continue your giving at the same level! If you were unable to give last year, we are hopeful you will find the funding to support the upcoming FCPA conference. Every dollar contributed will go directly to supporting the conference and will add up and make a difference.

This is an excellent way to showcase your organization to FCPA membership! Thank you in advance for your support!

For more information on how you can become a President's Council Sponsor, please visit the FCPA website: <http://www.fl-cpa.org/presidents-council> or contact Delicia Lewis at dlewis@fit.edu.

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Submit Content for the Next *Connection!*

Make your mark by submitting an article or announcement to be included in the Summer 2013 issue!

Share reports from the annual conference, best practices, new ideas, and general articles related to our profession, as well as any announcements you have regarding career progressions, job changes, awards, etc.

The deadline for submission for the Summer 2013 edition is Friday, July 19. Please send content to Alicia Smyth, Information Management Director, at info.manager@fl-cpa.org for consideration.

