

CONNECTION

KEEPING FLORIDA FIRST

2011 FALL EDITION

Message from the President

Mark Colvenbach, 2011-2012 FCPA President



It's hard to believe that another year is about to conclude, it seems to go faster each year. I hope that the Fall Semester has been a good one for each of you as we look ahead to the upcoming year. 2012 promises to be an amazing year for FCPA members, with many positive "upgrades" to your membership in the works.

I would like to first start by sharing that we are excited to have a full slate of Board members eager to make this year an exciting and meaningful one for each of you. We are in the initial phase of transitioning from our current membership management provider to an amazing product called MemberClicks. This system will allow us to offer so much more to FCPA members. The Board is thrilled to introduce this product to you and all the benefits you will enjoy as a result. See Alicia Smyth's article for more details and stay tuned for further information on how to set up your Membership Profile and maximize all that MemberClicks has to offer. A major thank you goes out to Alicia Smyth, Information Management Director, as she helps guide FCPA through this transition.

As we welcome in a new management system, the board also wants to continue to push the value of your FCPA membership to new heights. At our August Board meeting in Orlando, we discussed several goals that I am confident will enhance your membership. I have included those for your review and as always, we welcome any volunteers or suggestions on how to make these happen.

Goals 2011-12:

- Identify and implement new web management/event registration software to improve technology capabilities and member resources
- Diversify and increase the number of professional development opportunities for members beyond annual conference
- Explore potential partnership opportunities with professional organizations such as SoACE, other state associations, and regional HR groups
- Increase employer membership and opportunities for recognition
- Increase volunteer opportunities for members year round
- Utilize social media applications to connect with members, share resources and to further develop new membership

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Treasurer's Report

Lisette Guillen-Dolby

All 2011 FCPA Conference transactions have been completed. Our current balance, as of the September SunTrust statement, stands at \$15,841.55.

Last year's post-conference balance was \$9,856.49. Please be reminded that this does not include our \$10,018 in Business Money Market and our SunTrust Certificate of Deposit (CD) for \$20,623.



President's Message, *continued from Page 1*

In order to achieve these goals and host another successful conference in 2012, we need YOU! We are continuing to seek volunteers from membership to get involved with planning all aspects of the Annual Conference being held in Naples, June 20-22. Please contact myself or Vice President, Jennifer Ziegler- Enterprise Holdings, to find an opportunity that works for you. In addition, if you have identified a way that FCPA can partner with a professional development opportunity, please let us know.

Several board members attended the SoACE Annual Conference the week of December 5th in beautiful Savannah, GA. It was a wonderful conference with plenty of opportunity to grow professionally, connect with old friends and create new partnerships for the future. Like FCPA, SoACE is also moving to the MemberClicks software and we are actively exploring opportunities to collaborate utilizing this software in the future.

On day 1 of the conference, Florida hosted a meeting attended by nearly 30 Florida members to discuss issues facing their schools, programming and the upcoming FCPA conference. I look forward to seeing many of these people participating in planning for 2012. In addition, I had the opportunity to attend a meeting with the Presidents representing the various state associations in SoACE. I am thrilled to report that the programming, membership numbers and conference attendance of FCPA over the past few years indicate we are in a great position to continue improving the quality of resources for members. For more conference highlights including FCPA members receiving awards and Board nominations, please see the SoACE article in this edition.

In closing, we look forward to seeking new opportunities to grow membership and the value FCPA provides for your personal and professional development. Volunteering is a great way to get engaged and enhance the development opportunities for all members. We hope you will consider getting involved in 2012.

On behalf of your FCPA Board, have a wonderful holiday season and a great start to 2012. We look forward to seeing you in June at the Naples Grande.

- Mark 

FCPA Conference Updates

June 20-22, 2012 at the Naples Grande Beach Resort, Naples, Florida

Jennifer Zeigler, Vice President and Conference Chair

It's hard to believe that 2011 is coming to a close. This past year has given us many opportunities and I am grateful for all the hard work that has gone into accomplishing our goals. Looking back, I am pleased with everything we have done, and looking forward, excited for everything to come. With the holiday season in full swing, summer plans may be the last thing on your mind; but just wait until you see the fantastic site of the upcoming FCPA Conference!

Taking place in June 2012, the conference will be held at the Naples Grande Resort in beautiful Naples, Florida. After considering several options, we are confident that this resort will be a wonderful backdrop for our conference. This picturesque resort is close to home, but feels like a world away with pristine beaches, sparkling pools, and a luxurious spa. The Naples Grande is also eco-friendly, and offers beachside amenities along with modern day conveniences such as wireless internet access.

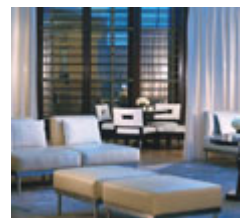
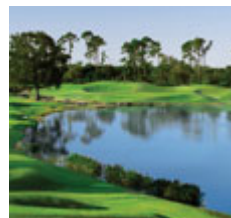
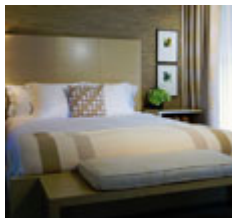
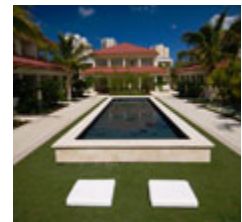
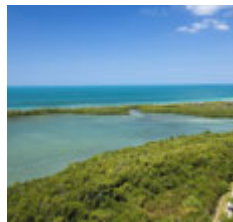
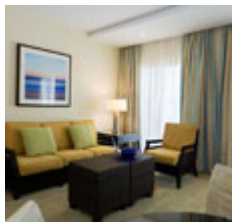
Check the FCPA website regularly for updates: <http://www.fl-cpa.org/web/annual-conference.html>

Conference Site: Naples Grande Beach Resort, Naples, Florida

Jennifer Zeigler

The [Naples Grande Resort](#) is a 23-acre eco-friendly waterfront retreat located along Florida's Gulf Coast. Between sessions you can relax along three miles of pristine white-sand beach or indulge yourself at the Golden Door Spa. Guest rooms are decorated with modern luxury, and feature amenities such as wireless internet access. The Naples Grande also offers sparkling pools with private cabanas, and a variety of dining options from beachside casual to contemporary chic.

Reservations can be made by visiting <http://tinyurl.com/85ghxt5>, or by calling the Naples Grande Reservations Department at 1-888-722-1267. In order to receive the conference room rates of \$119 per night, you must inform the reservation agent that you will be attending Florida Career Professionals Association (FCPA) Conference.



2012 Conference Call for Programs

The Programs Committee is hard at work on selecting our keynote speakers and is eagerly awaiting your program proposals!

You can download the proposal form on the FCPA website - www.fl-cpa.org - under the *What's New* section, or click this link: http://www.fl-cpa.org/web/assets/files/Program_Proposal_form_2012.pdf.

The deadline for programs to be considered for CEU credits is February 24, 2012. The final deadline for program submissions is March 30, 2012.

Email Megan Waldeck at mwaldeck@admin.fsu.edu with your proposals or questions.

President's Council Announcement

The President's Council needs your financial support! Please visit the [FCPA website](#) for information on how you can contribute to the success of the 2012 Conference.

2012 FCPA Awards

The nomination deadline is April 15, 2012.

The highlight of any FCPA Conference is always the presentation of the awards, which will take place during our annual Awards Luncheon. Please begin thinking now about outstanding students who should be recognized and which of our fellow FCPA members should be considered for the Brownlee and New Member Awards.

Brownlee Award

This prestigious award was established in recognition of a past member who made significant contributions to FCPA and provided exemplary leadership while serving as a member of the Board of Directors. John T. Brownlee served FCPA from 1977-1986 and was known for his energy, enthusiasm and high professional and personal standards. FCPA presents this award each year as a way to recognize one of our members that have gone above and beyond in their dedication to and support of FCPA and their profession.

Nominees for the Brownlee Leadership Award must be FCPA members for at least three years and cannot currently be serving on the Board of Directors. Nominations should be made via letters of recommendation/support from at least two current FCPA members. The selection will be based on an evaluation of the nominee's contributions to specific programs, projects or activity within FCPA, professional contributions made to the placement/recruiting field and FCPA, and overall leadership qualities.

Student of the Year Award

This award recognizes a deserving student who has demonstrated exceptional achievement in the field of experiential learning. Any student of a 2 or 4 year Florida higher education institution may be nominated for this award. The winner of this award receives a \$300.00 cash prize and a recognition plaque. Eligibility includes the following:

- completion of a minimum of 10 weeks of experiential education or employment in an internship, co-op or work experience during the summer or fall of 2011 or spring of 2012.
- demonstrated achievement of professional, personal and academic skills in a working and learning environment.
- nomination by a current FCPA member, either employer or college member.

New Member Award

The New Member Award recognizes a new member who has supported FCPA initiatives by volunteering for conference committees and/or special projects. Anyone who has been a member of FCPA for less than four years and has served on projects and/or conference committees is eligible. Selection will be based on an evaluation of the type and quality of the new member's contribution to FCPA.

Thank you in advance for taking the time to nominate and recognize our members! More information about all the awards, including applications, is available on the FCPA website at www.fl-cpa.org/web/awards-and-nominations.html.

Please feel free to contact me directly if you have any questions about the FCPA awards process:

Lindsey Katherine
FCPA Past President & Awards Committee Chair
Lindsey.Katherine@usm.edu

Volunteers Needed for FCPA Conference Committees

One of the biggest reasons that our conference gets better and better each year is because of the volunteers that help make the event possible. We would love for you to contribute to the success of the 2012 event by serving on one or more conference committees, either as a chair or a member.

Opportunities to volunteer are available on the following committees:

- Programs & Speakers
- Registration
- Recreation
- Evaluation
- Exhibitors
- Local Information
- Door Prizes
- President's Council
- New Member Orientation
- Photography
- Awards
- Facility Logistics

If you are interested in chairing or assisting with any of the above committees, please contact Jennifer Zeigler at Jennifer.l.zeigler@ehi.com or Megan Waldeck at mwaldeck@admin.fsu.edu.

Note that if you signed up for a committee during last year's conference, you will need to let Jennifer or Megan know.

Highlights, Awards, and Board Nominations from SoACE 2011 December 4-7 in Savannah, GA

Mark Colvenbach

The Annual SoACE conference proved to be a fun-fill, action packed four days. The conference kicked off with Opening Keynote Vince Lombardi Jr. as he discussed his lessons on leadership while sharing various stories from his father, legendary Green Bay Packers coach, Vince Lombardi. The rooms were packed for a great variety of breakout sessions along with interactive roundtable discussions. The closing panel featured former FCPA Board member Kent Phillips of Disney Worldwide Services, Inc.

Two current FCPA members were honored with very prestigious awards during the annual business meeting. The deserving award winners were:

- **Patrick Ryan, University of West Florida: New Professional Award**
- **Tim Harding, The University of Tampa: President's Award**

In addition, two current FCPA members were nominated for SoACE Board of Director positions. Voting on these nominations will begin shortly. Please join me in congratulating:

- **Tim Harding, The University of Tampa: President-Elect**
- **Ray Rogers, Rollins College: Director of College Knowledge Groups**

Best Practices: How Career Development Services at Lake-Sumter Community College Received a Virtual Makeover

Ommy Pearson, Community/State College Member

In a world where everything is at the touch of our fingertips, it's imperative that we make it easier for students to access our services and resources. Last year, Lake-Sumter Community College's Career Development Services (CDS) underwent a major make-over. Our primary goal was to make CDS more accessible to students and to turn it into a virtual career hub.

Our first task in making our office more accessible was to re-build our webpage. Previously we had relied upon a static brochure to serve as our homepage. To improve upon this, we have turned our website into an interactive resource center targeted specifically for our clients: Major/Career Explorers, Job Seekers, Employers, Faculty and Staff. Our homepage has been redesigned so that it leads our online visitors to a wide variety of career-related resources. We also coordinated with our webmaster so that commonly used keywords related to our services are now searchable on our college's main homepage. Improvements in accessibility to our office's resources have resulted in reduced phone inquiries and correspondingly greater website traffic. In addition, by adding the "Faculty/Staff" section we have made on-campus referrals much easier for our campus partners leading to an increase in student traffic.

Our second task was to improve ease of appointment scheduling. Previously, appointment requests were handled by phone or in-person. Although effective, we identified this as an area where online access could improve our services. Through website redesign, students and alumni can now submit appointment requests online (in addition to in person or email). Using Google Documents, we created a form that is linked to our website which visitors can complete with their availability, contact information and reason for their request. Once submitted, the request is delivered by email to our general email address. Upon receipt, our Career Development Specialist contacts the client with an email appointment confirmation. In addition to including the appointment date and time, the confirmation also includes instructions on how to prepare for their appointment and instructions for cancellations and rescheduling. Incorporation of cancellation and rescheduling information has significantly reduced appointment no-shows.

Our third task was to provide our career exploration/career guidance available online. In the past, career/major explorers had to schedule appointments to take paper career assessments. Many of the students who would take the assessments would not return to discuss their results. To improve resource accessibility and interactions with clients, we launched MyPlan, a career guidance system, this past Spring. Career/Major explorers can now easily access career assessments as well as career and major profiles online to help them in their research and exploration. Students who schedule career/major exploration appointments are also asked to complete this assessment prior to their appointments. This procedural change has benefitted our clients through more productive sessions.

This fall we launched College Central Network's (CCN) online recruiting system. This new system has allowed us to migrate from posting local employment openings via Adobe Acrobat documents, to an interactive system that incorporates a resume and portfolio builder (among many other great features). Further, CCN allows employers easier access to posting openings on our system. Within the first 2 months we had approximately 10% of our student population activate accounts within this system. We expect continued adoption of this system as we increase marketing efforts.

Continued

Best Practices, Continued from Page 8

In these challenging economic times it's sometimes difficult to secure financial resources needed for technology adoption. For those colleges faced with this situation, I would urge you to consider alternate sources of funding. While some of the changes outlined above were easily made without costs, others required significant financial resources. Through a grant award by our college's Foundation and support from our Student Government Association we were able to purchase the outlined software systems. If your institution is looking for ways to attain additional resources, there are a variety of funding sources you may be able to explore such as partnering with other departments (i.e. alumni office, workforce development, academic departments, etc.) and external grant opportunities such as federal government funding), to name a few.

We have received a great amount of positive feedback from students, alumni, employers and campus partners about our virtual makeover. But more importantly, we are thrilled to have been able to achieve our goal of becoming more accessible to our students and alumni.

Useful Links:

<http://www.lsc.edu/academics/cds>

<http://collegecentral.com>

<http://www.myplan.com>

<https://docs.google.com>

MemberClicks Coming Soon

Alicia Smyth, Information Management Director



We are very, very excited to announce that we are partnering with MemberClicks to bring you new services that will greatly enhance your FCPA membership experience.

Through MemberClicks, you will be able to manage your FCPA membership, create a secure profile, post open positions, and be a part of our secure members-only community to include discussions, communications, and a social networking interface.

SoACE is also using MemberClicks. If you are a member, you can get a sneak peek at what's coming by logging in to your SoACE account.

Stay tuned for announcements regarding various new services as they come available. We have begun the implementation phase and the system will be completely up and running by mid-late March. Access will be available through our website (<http://www.fl-cpa.org>).



*Wishing you Happy
Holidays and a very
prosperous New Year!*

2011-2012 Board

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Submit Content for the Next *Connection!*

The Spring 2012 newsletter is a favorite because it primarily contains member-generated content. Make your mark by submitting an article or announcement to be included in this year's issue.

Share 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 Spring 2012 edition is Friday, March 30. Please send content to Alicia Smyth, Information Management Director, at smythc6c@erau.edu for consideration.

