

CONNECTION

KEEPING FLORIDA FIRST

2011 SPRING EDITION

Message from the President, Lindsey Katherine

Welcome to summer time! While the traffic around our campus has certainly lightened, I am pretty sure most would agree that our workload is continuing to rise right along with these Florida temperatures!

Despite another year of budget cuts and economic uncertainty, I am happy to report that it is clear; we've once again come together to make FCPA a priority in our professional lives! With the conference just a few weeks away, we're right on track to have a positive turnout from members from around our state. Our VP and conference chair, Amy Diepenbrock, and our several supporting conference committees have already done a phenomenal job in planning and we have a lot in store for our attendees this year. I am personally most looking forward to our pirate ship cruise (and the opportunity to network with all of you of course)!

This newsletter will be my last as President, so I wanted to be sure to thank our Board of Directors for their dedication and continued support this year. I'd like to especially thank Ray Rogers, our outgoing Past President, as he leaves our board after many years of service. Ray has provided me with an amazing amount of leadership and useful information since I first joined the Board as the Information Management Director years ago... and has been immensely helpful in guiding me through my various roles!

I'd also like to say a special 'thank you' to our newest board member, Alicia Smyth. When we brought her on board, we really thought that all of our web related services were moving in the right direction, but as usual, there have been some bumps in the road! Alicia has handled the surprises wonderfully and with a great attitude!

Another board member update: while our VP, Amy, has been busy planning this year's conference, she has also been busy moving halfway across the country! Over the holidays, Amy accepted a position as the Director of Career Services at St. Mary's University in San Antonio, TX. She graciously agreed to continue her conference chair commitment, but unfortunately will be unable to serve as President. Thank you for your dedication, Amy, and we will definitely miss you in Florida and FCPA!

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www.fl-cpa.org

Visit our website today to see what's new and to register for next month's annual conference in Clearwater!



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Finally, one of our Employer Members, Colleen Ficco, welcomed a healthy, happy, baby boy, Caleb, on February 3rd. Congratulations to the Ficcoss!

Looking ahead to next year, we are also working diligently to solidify a conference location for 2012. We're in the contract stages with one fabulous hotel and I am really looking forward to announcing next year's location during our conference next month! I think you will all be pleased and excited!

This edition is one of my favorites because it contains exciting updates about the conference as well as news from our members. Hope you enjoy the newsletter and I look forward to seeing you in June!

- Lindsey

Upcoming FCPA Conference Highlights, Amy Diepenbrock, FCPA Vice President

Our annual conference in Clearwater Beach is just around the corner! Kicking off with a sunset cruise leaving from the pier next to the hotel, the conference agenda is full of engaging breakout sessions, roundtable discussions, expert panels, and more. I know you won't want to miss this fantastic 3-day conference!

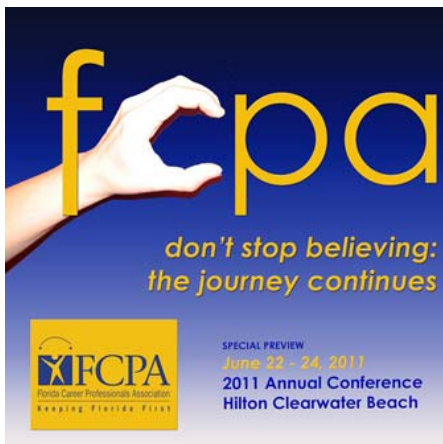
Conference Agenda Highlights include:

Opening Session (6/22): Hear from a panel of Social Media experts from CareerBuilder, Publix, and O'Connell & Goldberg Public Relations Firm regarding social media in the workplace!

Employer and Vendor Spotlight (6/22): This year's traditional employer and vendor spotlight has a twist. This speed networking session will ensure all career center attendees meet each employer and vendor on day one! Introduce yourself during this opening networking event, and continue conversations throughout the conference.

President's Reception Aboard Captain Memo's Pirate Ship (6/22): All aboard the pirate ship for our opening reception! This sunset cruise will officially kick off our conference with a splash!

Awards Luncheon (6/23): See who receives this year's Student of the Year, New Member, and Brownlee Awards.



Closing Banquet on the Water's Edge (6/23): Set with the backdrop of the Gulf shores, the closing banquet will round out the conference in the FCPA tradition of a casual, relaxed atmosphere among colleagues.

Engaging breakout sessions and roundtable sessions.

Don't miss out! REGISTER TODAY!

Go to <https://www.fl-cpa.org/confRegistration.php> to register for FCPA 2011.

The Introduction of Quick Response Codes to the State College of Florida Career Resource Center, Haley Richardson, State College of Florida



In a world of ever-changing technology, it seems as though we all have a difficult time keeping abreast of the newest and the best. Extensive budget decreases make these adjustments all the more challenging. In the State College of Florida Career Resource Center (CRC) we continually seek out new ways to use free technology to connect with students. Utilizing Microsoft PowerPoint, Windows Movie Maker and free resources from the internet, the CRC used tag technology (*that funky black and white picture to the left*) to do just that.

Tags and barcodes can be seen everywhere as they are moving into mainstream. Advertisers are using them in printed materials such as newspapers and magazines to make their products interactive and better connect with their customers. Additionally, mobile devices are more prevalent on college campuses and rather than fighting their use, we should incorporate them into learning. In a quest to fill our marketing need while using the technology with which students were already familiar, a tag project was created.

To accomplish this goal a PowerPoint presentation was created to inform the students about the resources and services available in the CRC. Once the PowerPoint was developed, the slides were imported into Windows Movie Maker to allow them to come to life in video format. At this point, a soundtrack was incorporated using royalty free music that is credited at the end of the video. A voiceover could also be recorded to meet the needs of your center. Many tutorials can be found via YouTube on how this process works. It would be great to feature student-produced music in these videos as well! Lastly, an account was created on YouTube to host our CRC video and a quick response (QR) code was created using a free creator found online at Kaywa <http://qrcode.kaywa.com>. Voila! We then had our own QR code to advertise for the CRC.

Marketing materials were created and the tag was featured at numerous events around campus. The response from SCF students, staff, and faculty has been wonderful, as all are learning about the services and resources of the CRC. One concern was that those who did not have smartphones would be left out, but we found a start-up company that would allow those with older phones to take a picture of the code and send it via MMS to be decoded. This service was discovered through Mashable.com which can provide a wealth of information on new technologies.

So go ahead! Scan the code and discover the multitude of possibilities for marketing your career center!

Download a barcode scanning app from your app store to see what we are all about!

Android- Barcode Scanner (Free)

Blackberry- ScanLife Barcode Reader (Free)

iPhone- ShopSavvy Barcode Reader (Free)

Don't have a smartphone?

Simply snap a photo of the barcode and send it via MMS to 45388 or email to scan@scanlife.com to be decoded. You will receive a reply message with the video link.

Engaging Local Employers in Career Events, Megan Waldeck, Florida State University

Networking is a skill that we tell students is essential to finding employment. But how often do we provide forums for this to happen? It can happen at career expositions, but an event devoted solely to networking seems like a more effective choice to help students build this skill.

The idea for the Tallahassee Engineers Networking Night came from feedback we received on employer surveys for Engineering Day (FSU's career expo for engineering majors). Employers repeatedly mentioned that they would like the engineering students to be more prepared to talk themselves up at the event. Specifically, "Students need to be better prepared with resume workshops, attired, interviewing, [and] eye contact. [It is] very frustrating trying to pull info out of students."

From that point, the question was, "How do we provide a safe environment for students to practice networking without placing them too far out of their comfort zone?" The answer we found at FSU was to invite local engineers to participate. This took some of the pressure off the students in that these engineers were not recruiters, and the idea behind this event was not to provide jobs but to enhance their professional network. The Networking Night attracted 18 engineers from 8 local firms, and 47 students.

The benefit to students was that they got to know local leaders in their field and learn about their career paths. The intended benefit to the local engineers was to introduce them to students and give them an opportunity to share their story. However, based on the feedback we received from the engineers who attended, another benefit was that they were able to maintain or establish their firm's visibility to students without the cost of attending a career fair.

In times like these, budget is on the forefront of a lot of our minds. One method we all use to share resources is to create partnerships, either with other campus departments or with employers who recruit our students. However, new innovative partnerships are required to counteract the brain drain on the local economy. By involving these local organizations, we can build a foundation to start retaining graduates. Philadelphia's Knowledge Industry Partnership (KIP) is a great example of what this small event could lead to one day. KIP's goal is to create positive experiences for college students in order to entice them to stay after graduation. The KIP program uses an "Arrive, Explore, Achieve" model to promote the area as "One Big Campus" to potential students (Greater Philadelphia Regional Review, Spring 2003).

The Networking Night is an event that can be easily transferred to other metropolitan areas or smaller cities. Philadelphia's model provides a solid framework for a larger metropolitan area. The Knight Creative Communities Institute in Tallahassee has already begun a similar program, with their "Talent Lives Here" initiative. The fall 2009 Catalyst group developed an Internship toolkit (<http://accesstallahassee.com/jobs/internships/>) to help local employers develop and provide meaningful experiences for their organizations and for students.

With these models and resources already in place, we hope to grow our involvement with local organizations. The benefits are mutual, and will lay the foundation for lasting partnerships.

FAU's Career Development Center Holds Annual Student Transition to the Workforce Seminar: "Dare to Be Prepared for Today's Job Market," Sandy Jakubow, Florida Atlantic University

FAU Career Development Center hosted its annual Dare to Be Prepared for Today's Job Market seminar for graduating students on May 19, 2011 following commencement ceremonies on FAU's Boca Raton campus. This special career event helped jumpstart the employment plans of students and graduates completing their degrees in May, August or December 2011. This event was first conceived back in 2009 as a direct response to the downward economy.

The Who's Hiring segment kicked off the day long seminar with an employer panel featuring employers who represented sectors of industry that are actively hiring. The employer representatives ranged from Vice Presidents, CEO's and Human Resources Directors from Siemens Enterprise, Target, Biotest and Prudential. Each panel member provided an overview of their hiring needs specific to their organization as well as offered an overview of industry trends and workforce needs. Nearly 200 students attended the session.

Seminar participants then attended a breakout session on Job Search and Social Networking Strategies - Dos and Don'ts presented by Danielle Leitch, Executive Vice President for Client Strategy, MoreVisibility, and Sarah Ward, Employer Relations Coordinator, FAU, Career Development Center. FAU's Career Development Center offered this session as a newly added component to the seminar to focus on social networking not only as a tool for the job search, but to demonstrate how employers access social media sites to screen candidates. Students also were instructed in how to manage these tools as a new professional in the workplace.

The Sr. Vice President from Enterprise Holdings, Steve McCarty was invited to reprise his role and presented on Transitioning from Student to New Professional. The presentation addressed nuances of professional behavior, negotiating the political landscape at work, business dress, goal setting, time management, and social media etiquette on the job. Students role played making personal introductions with regards to making a first impression a positive one. The presentation discussed what transitional problems can occur for new hires along with strategies for successful job performance during the first year as a new hire.

The afternoon featured resume critiques with over 28 companies represented along with professional Career Development Center staff members. This provided a wonderful networking opportunity for companies to maintain their campus presence and support our career development programs.

The event was held with minimal cost to the Career Development Center. FAU's food service vendor (Chartwells) served as a sponsor for lunch for students and employers. New this year, FAU's Student Government Association sponsored the room reservation fees in the Student Union and in the fall they plan on making this event a permanent line item to their budget request.

In addition, during student check-in, an information table was staffed by our Alumni Relations Office. Staff handed out brochures and an event calendar in an effort to recruit soon to be graduates to join the FAU Prowlers and recent grads learned about the benefits of membership in the FAU Alumni Association.

The Dare to Be Prepared event truly is an excellent example of collaboration within the FAU community, our employer community and the Career Development Center on behalf of our upcoming graduates.

Making the Change to Self-Directed Services for Alumni Graduated Beyond One Year, Alicia Smyth, Embry-Riddle Aeronautical University

Last fall, Lisa Kollar, Executive Director of Career Services at Embry-Riddle Aeronautical University made the decision to cut off one-on-one advisement services to alumni who had been graduated for more than one year. Nine months later, a culture has been changed. I asked Lisa some key questions that might help other career centers learn how we made this change and to understand why it has been overwhelmingly successful so far.

AS: *What made you decide to move to self directed services for alumni?*

LK: There were several reasons, but the top three were that the number of alumni continued to increase to a level that the advisors could not keep up with, and that the expectations of many alumni were not realistic; the amount of time consumed in assisting in their needs took away from the current students. Additionally, our budget and resources have continued to decrease over the years, while our student load has increased. At some point, something has to give.

AS: *How did you implement this change without causing an uproar among alumni and administrators?*

LK: The changes didn't happen overnight, as this has been a growing concern for us over the years. We started making small changes, such as defining what services and resources would be available and eventually moved it to levels, distinguishing those who recently graduated to those who have been out for more than one year. We continued to assess the situation by tracking the number of alumni activating their accounts in our job posting system, looking at how often they contacted us, what services and resources they used/wanted/needed and most importantly, I often shared any changes in the form of success stories whenever I had the opportunity, especially with the alumni and administrators. Finally, we felt the day had come where we were ready to change the culture and so from the beginning we sold the "self-directed" concept as a positive change, from the initial communication that was clear and honest, to the accessibility and ease of use of the new website we created for this population of alumni (<http://www.erau.edu/career/alumni/index.html>).

AS: *What has been the response so far?*

LK: Surprisingly, it's been very positive. We really didn't get complaints, it's more of questions that we had anticipated so it's been very manageable. All of the information that alumni need is available to them on the website or through our online job posting system. They are receiving many great proprietary resources they did not have access to before we made this change, such as CareerShift and Perfect Interview.

AS: *So many career centers feel immense pressure from alumni, but are afraid to do what you have done. Why do you think your initiative has been so successful?*

LK: I really think that our success is attributed to the years of tracking what alumni really needed from their alma mater career center and being reactive to those needs. We have ensured that the self-directed services we have available meet their needs, and of course, it's all about the delivery of the message.

AS: *Do you have any advice for career services directors considering self-directed services for alumni?*

LK: Don't completely cut your alumni off, as they can contribute significantly to your career center in a variety of ways (e.g., recruiters, mentors, guest speakers). If the majority of your alumni do not require extensive career development, then the "self-directed" concept will likely be well received.

Lisa can be reached at lisa.kollar@erau.edu if you have additional questions for her in regards to this article.

Re-Entry Into the Workforce: Tips on the Adjustment Process, Danewaise Jean-Joseph, Everglades University

Returning from a hiatus to the corporate world can be overwhelming if you have not braced yourself for the changes that have occurred. Those of you who have come back to the workplace after years of running your own businesses or starting a family have to be prepared for these changes that have occurred within the past decade or so.

I have provided seven tips of Re-entry Preparation into the workforce.

1. Make sure that you are prepared physically, mentally, and emotionally. Entrepreneurs and stay at home parents are accustomed to working a particular schedule and they might not have the luxury to continue with that schedule. Brace yourself for the balancing act of the time clock, the overtime, and your personal life. The sooner you can accept those terms, the smoother the transition will be.
2. Make sure that you look good on paper. Your resume is your calling card. For those of you who have not updated your resume since it was typed on a typewriter, I would strongly suggest you do so. It would be a good idea to have your resume professionally done. But if that is not an option for you, Google your industry specific resume template and use that as your starting point. Technology has changed drastically and the career application process has taken full advantage of these changes.
3. The most consistent aspect of the last 10 to 20 years is that technology is expanding at a rapid rate. When you decide to comeback into the workforce, you have to do your research and take notice of how technology has changed in your industry. The occupation that you are aspiring to obtain could be obsolete or could have additional responsibilities that you weren't aware of. Doing your research would better prepare you for the job market.
4. Depending on the occupation, you might also want to consider additional education, certification or training. In 2009, over 55% of the US population has some form of college experience. (Bureau, 2009) Your research findings will help you determine if additional schooling is needed. Can you afford the time to investment and the monetary investment? Will this training help me get the position or will it help you get advancement? All of these questions have to be answered in order for you to take your next step. If you opt not to obtaining additional education/training, you have to ask yourself if you would accept starting at the entry level position.
5. Consider that the culture of the workplace has also changed. Aspects such as work experience and seniority does not automatically confirm a position or advancement. Be mindful that your direct supervisor can be someone half your age and with half the years of experiences that you possess. That can be a challenging situation to approach. At the end of the day, you have to remember that people get promoted and placed into positions of authority for a reason. There will be a level of respect that needs to be established from the beginning. Bring to the table your experience but also be receptive to the contributions from your peers and your supervisor.
6. Channel your patience. Deciding to go back into the workforce will force you to develop or enhance your tolerance level. You have to be patient during the research process, during the application process, the hiring process, and the opportunities to advance within the workplace.
7. The most important tip that I can provide you would be to keep your sense of realism. You have set realistic goals and include realistic time frames. It is rare that success occurs overnight. Any entrepreneur and stay at home parent can attest to the fact that behind success lays a trail of hard work, sweat, blood and tears. Re-entry into the workforce is no substitution to that trail.

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Making an impulse decision to re-enter the workforce would not be recommend. Make sure that you are prepared. You are also responsible to do your research and learn how to market your skills, experience, and abilities. Embrace technology during that process. It is an extremely useful tool. Once you have obtained that position, the adaptation of the culture of the workplace should be a learning experience for you. It will certainly allow you to channel your patience and keep a firm grasp of realism.

Now just relax, you will do fine if you remember these tips and believe in yourself.

References: Bureau, U. C. (2009). Educational Attainment in the United States.

College Grad...Now What?, Carol Ann Horner, CareerZing

- *“I’ve got a Liberal Arts degree and no job, now what?”*
- *“I have with an economics degree, don’t feel ready to start grad school because I don’t know what to study and don’t want to move back home with my parents!”*
- *“I’m in med school and not sure I have the passion, energy or money to get through it! What if I give up before I finish – How will I get a job with a B.S. in microbiology?”*
- *“I have an Art History degree and don’t know what I want to do with it. My parents are not happy.”*

Another college graduating class is spilling into the workforce and this is what we’re hearing from our CareerZing readers.

Families spend more time and money than ever before getting their kids into the right universities. But, is the academic choice conducive to beginning a career? Too often families view college graduation as an end when it is, in fact, a beginning. And sadly, many students view college as a continuation of High School rather than educational preparation for the rest of their lives. This lack of fore-thought leaves families without a return on their hefty investment. It also leaves many students terrified when the college door closes behind them and they ask the question... “What now?”

The urgency of college entry motivates students to explore college options with great enthusiasm. Their excitement is fueled by the idea of moving away from their parents and onto a campus with thousands of their peers. Party on! But there are serious problems with decision making beyond graduation.

Students have no idea what career they will choose and, worse yet, no idea how to explore careers options.

Due to being distracted or, dare we say, lack of maturity, a career choice is simply the last subject they want to think about.

Lack of proper exploration leads to poor choices in a college major. And students have no idea how damaging this lack of judgment will be in four years!

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- *They are terrified of the job search process.*
- *They are equally terrified to move back home – and realize that their parents turned their childhood room into a gym.*
- *Or they are ok with returning home after graduation, while their parents may not be ok with it.*
- *They feel pressure to go to grad school but don't know how they'll pay for it since mom and dad have tightened the purse strings.*
- *They believe that regardless of their major, they will be eagerly recruited by companies.*
- *They don't know the importance of networking and how long it takes to form a healthy network; therefore they ignore this during their college years and struggle when it's time to search for a job.*
- *They start thinking about all of this too late and then feel defeated.*

The bottom line is many students just hope it will all “work out” when they graduate. Sadly, it seldom does.

If any of this sounds familiar to you, read on...

Good college advisors want to help kids get on an academic track – but is it a track to nowhere if a career choice is not on the horizon during this critical planning stage?

To help students, knowledge of both academic choices and viable careers is the key to positioning them for the inevitable next steps after graduation. At CareerZing we offer tools and programs to educate students about career exploration and to share our knowledge of how the world of business and commerce actually works including how companies recruit and select college graduates. We prevent the information overload that students encounter using “Google” search as their only means of research. Using forums, favorite links, pertinent articles and advice on essential topics as well as sharing stories from real professionals who tell kids how they got where they are today, students have a place that is compatible with the way they communicate. Our student-run advisory board is involved in every stage of development and helps us engage their peers.

We partner with university career centers to offer programs in Job Search, Career Exploration, How to Work a Career Fair, and Job Readiness. These workshops are presented from a “real world” corporate recruiting and employment perspective. The processes and methodologies are those that actually work, and yield positive results. We even offer an etiquette workshop which has received consistently high marks from participants.

Ultimately, our mission is to enable students to make their university experience a gateway to a successful career.

