

# FLORIDA CAREER PROFESSIONALS ASSOCIATION CONNECTION

KEEPING FLORIDA FIRST

2009 SPRING EDITION

## PRESIDENT'S MESSAGE

As many of you are probably saying to yourselves, and, let me echo your sentiment in asking, "where has this year gone?" I hope that all of you are finding some time, in what is typically a very busy period for all of us, to find some time to reflect upon this year and celebrate the many personal and professional successes in our lives.

I would like to begin the President's Message by way of updating you on what has been happening with FCPA since my last report in November.

Sandy Jakubow hosted this year's Winter Board Meeting at Florida Atlantic University this past January. The Board reviewed many of our ongoing goals and discussed several options as we continue planning for this summer's conference in Orlando. Before discussing conference planning, however, I would like to provide a brief update on progress some of the Association's other projects and goals.

- FCPA welcomed members of our regional association to Florida at the Walt Disney World Resort for the annual SoACE conference this past December. It was great to meet with so many of our southern friends outside of the state and share best practices with colleagues in the region. It was apparent to me at this second SoACE conference, the leadership of this new organization has done an outstanding job of merging the SWACE and SACE associations. I look forward to returning to next year's conference in Nashville, Tennessee.
- I am also proud to announce that the new FCPA website has been launched. We are still working on a few technical and cosmetic fixes as we complete updating the new website. Planning and implementation of this new site began almost a year ago and I believe you will find the new *fl-cpa.org* to be much more easy to navigate, informative and helpful in providing some of the new features you all have been asking for. If you haven't already done so, please visit the new site and let us know what you think.
- In response to requests made by the membership, another related goal the board assumed this year was to move to an entirely online system for membership renewals and new member registration. Making this process available through the FCPA website will allow new and returning members the ability to join or renew membership in FCPA in a matter of minutes while allowing for payment by either check or credit card. As was previously reported, this has required quite a bit more work than we anticipated and therefore were not able to launch the membership renewal in the time frame we had originally hoped. I wanted to thank you for your patience this year as we move to our new system.

Both of these projects, in addition to many others pertaining to our web site, have been championed by Lindsey Katherine at Florida State. She has done a tremendous job as our Information Management Director this year and has been the driving force seeing these projects through to completion.

The end of this academic year occurs during a very difficult time at many of our campuses and organizations in Florida. As career professionals, we are also keenly aware of the difficulties faced by those entering the workforce this year, as well as the alumni who are also seeking our services. While facing hiring and travel freezes, furloughs and budget cuts, we are expected to do more with less. The board is aware of the challenges faced by our colleagues and we remain mindful of these as we plan future programs for the association.

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## **PRESIDENT'S MESSAGE CONTINUED**

While no one is certain as to the duration of the state budget cuts or the economic downturn and poor job market, FCPA will exercise caution as we plan for the future. Fortunately, several years of conservative spending practices and cautious conference planning has left FCPA on a solid financial standing.

While we are anticipating a smaller than normal turnout, our conference planning committee is hard at work making sure this summer's conference in Orlando will not disappoint. One of the greatest benefits of our association has always been the friendships and networking opportunities within our statewide group. The program committee has come up with many new ideas to capitalize on this quality and is working on a final schedule of educational sessions and keynote presenters which will soon be made available online. Andrea Alfano, the 2009 Conference Chair and FCPA Vice President, will tell you much more about the conference planning later in the newsletter.

It has been a privilege to serve as your state association president this past year. I would like to thank the Board and the many mentors in FCPA who have helped make my experience this year so positive. FCPA continues to be an outstanding professional organization, that remains meaningful and relevant, as well as a comfortable place where I have always felt welcome and surrounded by friends. On behalf of the 2008-09 Board, thank you to all the members for helping keep Florida first.

**Ray Rogers**  
**FCPA President**

## **FCPA CONFERENCE UPDATES**

### **KEEPING FLORIDA FIRST: BRINGING OUT THE BEST**

**June 17-19, 2009 • International Plaza Resort & Spa • Orlando, Florida**

I hope everyone is enjoying the spring semester and looking forward to the end of another academic year. This time of year is always bittersweet for me- campus seems a little sad to me when so many students preparing to head home for the summer, but the consolation I remind myself of is that the annual FCPA conference is right around the corner. I'm excited to report that this year's conference committee is busy with planning details to create an educational and exciting agenda for our conference attendees.

Registration for the conference has been delayed due to technical issues with our website. Have no fear, we are working to resolve these problems and will be opening conference registration as soon as possible. The registration fee is \$250 and includes all educational and networking sessions as well as admission to meal events including the President's Reception, Breakfast Business Meeting, Lunch, Dinner Banquet and our Closing Key Note Breakfast.

The International Plaza Resort and Spa is nearing the completion of their renovation and we are excited that our members will be treated to beautifully decorated and newly furnished guest rooms. I encourage you to make your reservations by May 20<sup>th</sup> to guarantee the FCPA Conference Rate. FCPA members are able to choose either an exterior resort room for \$109 per night or an interior tower room at a rate of \$139 per night. Reservations can be made by calling the International Plaza Resort and Spa directly at 800-327-0363.

Our Programming Committee has received several wonderful breakout session proposals and we are hoping to receive a few more as we approach the deadline. While we are still in the process of finalizing our selection of opening key note speaker, I am happy to announce our closing key note speaker will be Dr. Sanford "Sandy" Shugart, President of Valencia Community College. Dr. Shugart received his doctorate from the University of North Carolina, Chapel Hill and is a published poet and songwriter. Keeping our conference theme in mind, Dr. Shugart will share his thoughts on leadership, motivation and *Bringing Out The Best* in the people around us.

# CONFERENCE UPDATES CONTINUED

Additionally, the Employer Spotlight session was such a success at last year's conference we have decided to repeat this event in 2009. I encourage all of our employer and vendor members to become involved in this fantastic opportunity to showcase your company to our all of our college members. I am confident that this interactive and entertaining session will become an FCPA tradition for the years to come!

The President's Council committee has done an excellent job of collecting donations to support our conference. Thank you to all of the organizations that donated this year; without your support, especially in a tight budget year, our conference would not be the outstanding event it has grown to be. If you would like to contribute to the President's Council, please visit <http://www.fl-cpa.org/web/presidentscouncil.html> to download the donation form.

Also, please do not forget to start collecting door prizes! This is one area that always creates a lot of excitement (and a few laughs) during our conference. For information on making a prize donation, please contact our committee chair, Lisette Guillen-Dolby at [DolbyL@scc-fl.edu](mailto:DolbyL@scc-fl.edu).

Lastly, I would like to extend a heartfelt THANK YOU to the 2009 conference committee and board members. We have a wonderful group of people working hard to bring a fun and informative conference to our members and their hard work is greatly appreciated!

**Andrea Alfano, FCPA Vice President**

## FCPA 2009 Conference Schedule at a Glance

### Tuesday, June 16, 2009

- |                       |                            |
|-----------------------|----------------------------|
| 1:00 p.m. - 4:00 p.m. | FCPA Board Meeting         |
| 4:00 p.m. - 5:00 p.m. | Conference Leaders Meeting |

### Wednesday, June 17

- |                       |                                 |
|-----------------------|---------------------------------|
| 9:00 a.m. - 4:00 p.m. | Registration Open               |
| 9:00 a.m. - 1:00 p.m. | Exhibitor Area Open             |
| 1:00 p.m. - 2:30 p.m. | Welcome/Opening Keynote Speaker |
| 2:30 p.m. - 3:30 p.m. | Interest Groups                 |
| 2:30 p.m. - 5:30 p.m. | Exhibitor Area Open             |
| 3:30 p.m. - 4:15 p.m. | Break                           |
| 4:15 p.m. - 5:30 p.m. | Employer and Vendor Spotlight   |
| 6:00 p.m.             | President's Reception           |

### Thursday, June 18

- |                         |                                      |
|-------------------------|--------------------------------------|
| 6:00 a.m.               | Fun Run/Walk                         |
| 7:30 a.m. - 10:00 a.m.  | Registration Open                    |
| 7:30 a.m. - 8:30 a.m.   | Continental Breakfast                |
| 8:00 a.m. - 9:00 a.m.   | Business Meeting/Awards Presentation |
| 9:00 a.m. - 12:00 p.m.  | Exhibitor Area Open                  |
| 9:15 a.m. - 10:15 a.m.  | Breakout Session                     |
| 10:15 a.m. - 10:45 a.m. | Break                                |
| 10:45 a.m. - 11:45 a.m. | Breakout Session                     |
| 12:00 p.m. - 1:00 p.m.  | Lunch/Announcements                  |
| 1:00 p.m. - 4:30 p.m.   | Exhibitor Area Open                  |
| 1:15 p.m. - 2:15 p.m.   | Breakout Session                     |
| 2:15 p.m. - 2:30 p.m.   | Break                                |

### Thursday continued

- |                       |                               |
|-----------------------|-------------------------------|
| 2:30 p.m. - 4:00 p.m. | Focused Workshops             |
| 4:30 p.m. - 6:00 p.m. | Employer vs. Schools Activity |
| 7:00 p.m. - 9:00 p.m. | Banquet                       |

### Friday, June 19, 2009

- |                         |  |
|-------------------------|--|
| 9:00 a.m. - 11:30 a.m.  | Full Breakfast/Closing Keynote Speaker |
| 11:30 a.m. - 12:30 p.m. | Conference 2010 Planning Meeting       |



## **PRESIDENT'S COUNCIL DONORS**

Thank you so much to the following organizations for generously contributing to the President's Council in what has been a tight budget year for many of us.

### **President's Sponsor (\$2,000 and above)**

Siemens  
Enterprise Rent-A- Car  
Florida Career Centers (FCC)\*

### **Platinum Sponsor (\$1000 - \$1999)**

Colleges of Central Florida Career Consortium (CCFCC)\*\*

### **Silver Sponsor (\$100 – \$499)**

Florida Institute of Technology  
Seminole Community College  
The University of Tampa  
Rollins College  
Sherwin Williams

\* The Florida Career Centers (FCC) is comprised of the 10 public universities in the state of Florida- Florida A&M University, Florida Atlantic University, Florida International University, Florida Gulf Coast University, Florida State University, University of Central Florida, University of Florida, University of North Florida, University of South Florida, University of West Florida

\*\* The Colleges of Central Florida Career Consortium (CCFCC) is comprised of 12 private ICUF member colleges throughout the Central Florida area-Clearwater Christian College, Eckerd College, Embry-Riddle Aeronautical University, Flagler College, Florida Institute of Technology, Florida Southern College, Rollins College, Saint Leo University, Stetson University, The University of Tampa, Warner University, Webber International University

## **FCPA PROFESSIONAL DEVELOPMENT**

FCPA strives to provide a value for both its Career Service and Employer members. Within the past year, the FCPA Board voted to add a Professional Development Director to its existing board. The goal of this position was to assist with the annual planning of the summer Conference and its schedule of programming as well as bring added value to members in new and exciting ways.

Thanks in large part to the Carrot Guys <http://carrots.com/>, we are excited to share what hopes to be the first of many partnerships to bring webinars to your doorstep. These events assist FCPA members with growing professionally and connecting to resources from the comfort of your own office. If you have suggestion of specific topics or programs, please feel free to email us at [professionaldevelopment@fl-cpa.org](mailto:professionaldevelopment@fl-cpa.org) with your ideas. We would love to hear from you!

Secondly, the board recognizes the need for many members to complete Continuing Education Units (CEU) for specific certifications. FCPA is working closely with both the HR Certification Institute and NCDA/NBCC to see how this benefit can be extended to those attending the Annual Conference in Orlando 2009. It is our goal to provide this as an added benefit for your membership in the very near future. Stay tuned for further details!! We look forward to seeing you in June 2009 at the FCPA Conference in Orlando.

**Mark Colvenbach**  
**FCPA Professional Development Director**



# FCPA AWARDS

## **The nomination deadline is April 17, 2009**

The highlight of any FCPA Conference is always the presentation of the awards. Please take a moment to think about outstanding students and colleagues that deserve recognition and who should be nominated for one of the following 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 outstanding achievement by students in a major-related work experience. Eligible students will have worked with a current FCPA member during the past year and have demonstrated achievement in the professional, personal and/or academic skills in a learning environment to include internships, co-ops, and general student employment positions. Employer members who supervise student workers and college members who help place students in major-related positions can nominate outstanding students. The winner of this award receives a \$300.00 cash prize and a recognition plaque.

### **New Member Award**

FCPA's newest award is the New Member Award which recognizes a new member who has helped keep FCPA strong 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.

All awards will presented at the Awards Luncheon at the 2009 Conference in Orlando.

*More information about all the awards, including applications, is available on the FCPA website. Please feel free to contact me directly if you have any questions about the FCPA awards process.*

### **Dona Gaynor**

FCPA Past President & Awards Committee Chair  
[dgaynor@fit.edu](mailto:dgaynor@fit.edu), 321-674-8102

## **DOOR PRIZES: One of our FAVORITE parts of the annual conference!!**

We need your donations in order for this year's conference giveaways to be successful and fun! For information on making a prize donation, please contact our committee chair, Lisette Guillen-Dolby at [DolbyL@scc-fl.edu](mailto:DolbyL@scc-fl.edu).



# FROM OUR MEMBERS

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## Technology Alternatives for Mock Interview Program Delivery

Interview preparation is key to job-search success and the use of technology is playing a major role in this area. Students are participating in everything from telephone interviews, face-to-face interviews, and even virtual interviews. In an attempt to keep up with the changing technology and to enhance our current services, the Florida State University Career Center has implemented a mock telephone interview process and most recently introduced the Snapstream Enterprise TV Solutions system into the delivery of our mock interview program.

### Telephone Mock Interviewing: How does it work?

Instead of physically coming to the career center, a trained Mock Interview Mentor will call registered students on their scheduled interview day and conduct a 15 -20 minute interview via phone. The conversation is then recorded to a computer using a small device called a Voice Path Recorder and a software program called Sony Sound Forge. Through this configuration, the mentor is able to review the recording, make adjustments to the sound quality, download the file, and replay the interview to the client via the phone's handset. Additional feedback and information is also provided via email in the form of a standard mock interview evaluation and a link to a brief program evaluation. Students interested in having a copy of their interview, can make the request within 48 hours and a CD is made available for pick up or delivery via mail. As we continue to evaluate this service, telephone mock interviews are being offered on a limited basis.

### SnapStream: What is it and how do we use it?

SnapStream is a television search technology that can be described as a cross between a Digital Video Recorder and a search engine. It allows users to easily record thousands of hours of TV recordings; search inside those recordings to pinpoint TV content of interest; clip the content, and burn to DVD or download to media players such as the iPod.

Each of four interview rooms have been wired with cameras and microphones that are connected to the Snapstream server located in an adjacent room. Since each room has been assigned a "channel," the program coordinator is able to pre-schedule several week's of interviews therefore guaranteeing that every mock interview is automatically recorded without a need to schedule a new recording daily. Once the interview is complete, the interviewer is able to search inside the recording, replay portions of the interview to the client, and also burn a copy to DVD for each program participant to take away.

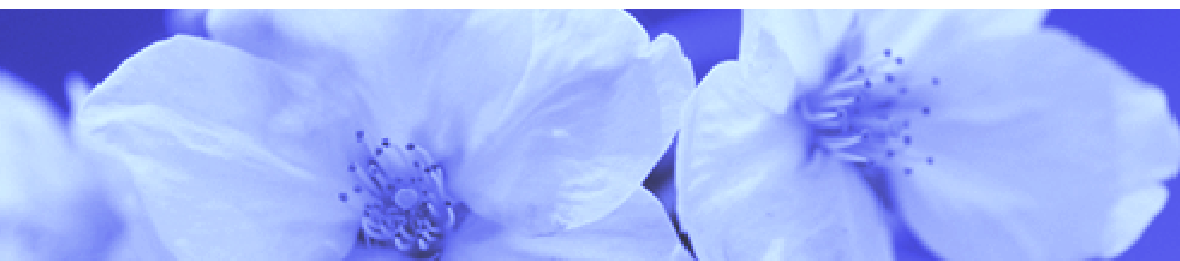
Snapstream software is also installed on the mock interview program coordinator's office computer making it easy to use the "Live View" feature to observe mock interview sessions in progress, pause/rewind live TV, and provide feedback to the mentor on his/her performance at varying time throughout the semester. The adjacent equipment room contains televisions and headsets that provide an additional method for other student mentors and staff to observe mock interview sessions being conducted by peers or employers as part of their own professional development.

Snapstream is similarly used by faculty and staff to provide clinical supervision to graduate career counseling students who are learning to work with clients experiencing career decision-making difficulties.

### Conclusion

Overall, feedback has been positive and new ways to utilize the technology are being explored. These systems are not perfect; however, we are constantly using our resources to review any issues and work with support professionals to iron out the kinks as we move forward in our delivery of quality career services. Next phase – virtual mock interviewing!

Article contributed by **Kawana Williams**, Mock Interview Program Coordinator. For more information, feel free to contact her, at [kawilliams@admin.fsu.edu](mailto:kawilliams@admin.fsu.edu).



## FCPA Member Spotlight

The Member Spotlight is a place to showcase FCPA members' accomplishments related to our field!

**Toni Briley**, FCPA Board of Directors Two-Year college member, was awarded a Doctor of Philosophy in Human Services from Capella University at commencement ceremonies on Saturday, March 14 in Jacksonville, FL. Toni's research involved "An Analysis of Adjustment Predictors Among Male Youthful Offenders".



Toni is an Academic Advisor and Adjunct Instructor at Lake City Community College. In addition, she is a part-time Criminal Justice instructor at Saint Leo University, Lake City campus. She is a former employee of CCA's Lake City Correctional Facility where she served as Educational Counselor.



**Jennifer Browning**, is Associate Director of Career Services at Rollins College and FCPA's New Member Award Recipient in 2008. Recently, Jennifer was elected to serve as the Chair for the Commission for Career Development within the American College Personnel Association (ACPA).

***Congratulations to Toni Briley and Jennifer Browning!!***

## 2008- 2009 FCPA BOARD OF DIRECTORS

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Want to be a part of the next Connection? This newsletter is a great way to communicate with FCPA members, so why not educate the membership on exciting new happenings in career services or recruiting by writing a brief article?!

[informationmanagement@fl-cpa.org](mailto:informationmanagement@fl-cpa.org)