

CONNECTION

KEEPING FLORIDA FIRST

2012 SPRING EDITION

Message from the President

Mark Colvenbach, 2011-2012 FCPA President



Many of us are in our final grind as the Spring semester comes to an end. We have heard from members that recruiting on campus and employers seeking candidates is on the rise. As we close the door on Spring, we open another to a summer of planning, catching up and reconnecting with colleagues.

We are thrilled to be hosting this year's FCPA Conference at the luxurious Naples Waldorf Astoria (formerly Naples Grande). The theme for the 2012 conference is *People, Purpose, Passion: A Formula for Success*. We have scoured the archives of conferences past and believe that this is the first time that FCPA has returned to a previous conference host site. If you attended the last conference hosted in Naples, you most likely booked your room before signing up for the conference. The location and resort are that good!!! The conference planning committee has already asked for an extension of our room nights several times. While the amazing staff at the Naples Waldorf Astoria has been gracious in extending the amount of room nights available for members, I would strongly encourage you to book your rooms as this is sizing up to be a popular location and upcoming conference. Jennifer Zeigler, Enterprise Holdings and FCPA Vice President, has been working hard with her team to organize the conference from beginning to end. We anticipate another great program this year with every opportunity to learn, connect and share.

Since our last conference in Clearwater Beach, the Board has been working hard behind the scenes to improve the quality of your FCPA membership. I am proud to announce we have completed our transition as an association to the MemberClicks membership management software system with its amazing added benefits. We hope you found both membership renewal and your conference registration process to be much easier than in years past. If you have not already done so, please be sure to set up your member profile and connect with your colleagues from around the state. This software will continue to make the sharing of information among members easier and more efficient.

In the near future, we look forward to creating professional development groups and additional resources to continually improve the value of your membership. The board has already taken the initial steps to determine if we

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Treasurer's Report

Lisette Guillen-Dolby

Our current balance, as of the March 2012 SunTrust statement, stands at \$17,662.17. Please be reminded that this does not include our \$10,020 in Business Money Market and our SunTrust Certificate of Deposit (CD) for \$20,623.



President's Message, *continued from Page 1*

will be able to connect with similar associations around the country who are also utilizing the MemberClicks software. To make sure you are making the most of your membership, we will be hosting a session at the conference to provide an overview of the new site. All of this would not be possible without the hard work and dedication of your Board members. A very special thank you goes out to Tracy Joinson-Secretary and Alicia Smyth-Information Management Director for numerous hours, phone calls, and I am sure headaches, to make this amazing resource become a reality. Please be sure to share your appreciation when you see them at the upcoming conference.

We are excited to continue offering a variety of professional development opportunities and again this year and hope to offer CEUs for both the HRCI and NBCC certification at the annual conference. We have continued to offer webinar options over the past year and look forward to identifying new opportunities for membership through the MemberClicks software as we realize its full capabilities. We encourage your active participation in identifying new ideas to share with membership, so I would encourage you to reach out to Megan Waldeck-Professional Development Director at prof.dev@fl-cpa.org.

In closing, we truly appreciate your renewal this year and look forward to an action-packed conference with plenty of fun mixed in. The new changes implemented over the past 6 months will continue to bring value-added opportunities to grow as professionals and share your expertise with others around the state. I am very excited to see as many of you as possible at the Naples Waldorf Astoria. This amazing property will provide us with a five-star stay while offering the chance to apply new knowledge and connect with friends and professionals in the field. Best of luck with the remainder of the Spring semester grind. We look forward to seeing you in Naples in a few short months.

- Mark 

FCPA Conference Updates

June 20-22, 2012 at the Waldorf Astoria, Naples, Florida

Jennifer Zeigler, FCPA Vice President and Conference Chair

Our annual conference is fast approaching, so now is the time to register and make travel plans. The focus this year is *People, Purpose, Passion: A Formula For Success*. Held at the beautiful Naples Waldorf Astoria on June 20-22, this conference will offer the opportunity for professional development and networking in a relaxing and fun environment. To register, simply visit our [online registration form](#).

Hotel reservations can be made directly through the special [FCPA link](#). Rooms are available at a discounted rate* from June 14-28 so you can truly take advantage of everything the property has to offer. The discounted rate is only available until May 29th, so book your room today!

For air travel, there are several nearby options, including the [Naples Municipal Airport](#) and the [Southwest Florida International Airport](#).

We look forward to seeing you there! For the latest updates, follow us on Twitter [@fcpa_tweets](#).

*Please note that the \$27.00 Resort Charge per room, per night will be WAIVED for attendees who book their reservations at the group rate (the website and correspondence will indicate a \$27 daily resort charge, but it is WAIVED for the group attendees and is reflected in the totals quoted).



Conference Programming Update

Megan Waldeck, FCPA Professional Development Director

Our annual conference is quickly approaching! We are excited to see you all in sunny Naples, FL in June. All of our conference committees are hard at work making sure the conference will be beneficial (and fun) for you.

We are pleased to announce that Ray Angle from Good Work Consulting and the University of North Carolina will be joining us as our opening keynote speaker! He will be presenting *Think It, Feel It, Do It: Putting Your Conference Experience to Work*. Ray currently serves as the Director of University Career Services at the University of North Carolina at Chapel Hill. Ray earned a bachelor's degree from Southern Illinois University -Carbondale and a master's degree from the University of Central Missouri in Warrensburg. He has attended Gonzaga University earning additional hours toward a doctoral degree in Leadership Studies. He has been actively involved in several professional associations and has served as President of the Midwest Association of Colleges and Employers (Midwest ACE), Gateway Career Services Association (GCSA) and the Missouri College Personnel Association (MoCPA). Ray also joined us for our 2007 annual conference and we are happy to bring him back! Ray will help us connect to our conference theme – *People, Purpose, Passion: A Formula for Success* – and help us plan strategies to make the most of it!



Following Ray's presentation, our own Alicia Smyth and Tracy Joinson will be leading an interactive demonstration of the new MemberClicks system. Some exciting new features include a Social Community similar to Facebook or LinkedIn, seamless Membership Management, an easy to use online Membership Directory, a Community Forum, and online Committee management. Bring your laptops and iPads so you can log in and follow along!



We are also very excited to welcome Marie Artim as our closing keynote! Marie is the Vice President, Talent Acquisition for Enterprise Holdings – supporting the Enterprise, Alamo and National Brands. She is responsible for company-wide strategies and directives that involve advertising, marketing, interactive media, training and tools for the nearly 200 Enterprise Recruiters hiring more than 8,000 university graduates each year. Marie is a graduate of Purdue University with a BS in Industrial Management. She began her career in the company's nationally recognized Management Training Program soon after. Over the next several years she worked her way up through Operations as well as several positions in Human Resources and Recruiting. Marie took over company-wide recruiting responsibilities ten years ago and was most recently named Vice

President, Talent Acquisition in September 2010. Marie has conducted presentations and seminars at many universities and industry conferences and has been featured in national media outlets including NPR, BusinessWeek, The Wall Street Journal, Forbes and Good Morning America. Under Marie's leadership, Enterprise's efforts have been recognized with top honors for their Campus Recruiting Program, Careers Website and Diversity Recruitment. In addition, Marie is the current President of the Board of Directors for the National Association of Colleges and Employers (NACE).

There are still opportunities to get involved with the Programs Committee! Volunteers are needed to facilitate roundtable sessions. Email Megan Waldeck at prof.dev@fl-cpa.org if you are interested in this opportunity!

More conference programming updates coming soon. View the [Schedule-at-a-Glance](#) (.pdf).

Member Updates/News

Katie Meyer-Griffith has joined **The University of Tampa** as Associate Director of Graduate and Alumni Services. Katie has worked in higher education for ten years. Throughout her career, she has had leadership positions in several areas of student affairs including workforce education, career services, and student success administration. Katie is currently serving on the 2012 Programming Committee for FCPA. Katie earned a Bachelor of Science from the University of Central Florida. She earned both her Master of Science and Education Specialist degrees at Florida State University.

Odalys Simmons has joined **Lake-Sumter Community College** as a Career Advisor. Odalys has experience in career and workforce support in Orange County and most recently has worked locally in the world of home school education. Odalys will be primarily located at the LSCC Leesburg Campus and will travel on a weekly basis to the South Lake Campus.

The **Florida Institute of Technology** Office of Career Management Services is moving! During the second week of May, the office will relocate to a new building, known as Florida Tech Commons. This building is three stories tall and houses Admissions, International Office, Financial Aid, Accounting Department, Women's Business Center, and Psychology department. Florida Tech Career Management Services staff are very excited about the move because they will have their own interview rooms for employers, plus work stations for student workers. They are also incorporating better marketing methods to reach employers and students, such as placing a television in their reception area that will show ads of employer partners as well as career tips for students.

Julia Kronholz is transitioning into the doctoral program in Counseling and School Psychology at FSU. She will still work in the **Florida State University** Career Center as a graduate assistant.

Myrna Hoover accepted the position as Director of the **Florida State University** Career Center. She also facilitated an *Increasing Employer Visibility on Campus* roundtable and co-presented *Leading a Vibrant and Extraordinary Career Services Team* at the SoACE conference in December 2011.

Megan Waldeck transitioned to the Assistant Director of Student Outreach & Recruitment Services position at the **Florida State University** Career Center.

Jill Lumsden left her role at **Florida State University** to accept a position with the University of Phoenix as their Assistant Director of Counseling, Career Services.

Juliette McDonald from **Florida State University** presented *No Intern Left Behind: Career Internship Certification Program* at the CEIA Annual Conference in Chicago, IL on April 16, 2012.

Emily Kennelly from **Florida State University** co-presented *Enhancing Career Resources for People with Distinct Interests, Skills, and Abilities* at the NCDA conference in San Antonio, TX in July 2011. She will be co-presenting *Practice Makes Perfect: Strategies for Developing a Mock Interview Program* at the NCDA conference in Atlanta, GA in June 2012.

Christen Perry joined the Employer Relations & Recruitment Services staff at the **Florida State University** Career Center in August 2011.

Skype Interviews Added to Florida State Mock Interviewing Program

Emily Kennelly, Florida State University

The Mock Interview Program at Florida State University marked its 10th Anniversary at the end of the Spring 2012 semester and benchmarked over 3000 mock interviews to FSU students and training over 100 Mock Interview Mentors (MIMs) since its inception in 2002. Over 440 mock interviews were conducted during Fall 2011 and Spring 2012.

Since its inception, Mock Interview Mentors have conducted video recorded face-to-face, phone and panel mock interviews. This year, we enhanced the program by implementing the Mock Skype interview option. Skype is an innovative software application that allows users to make voice and video calls over the Internet. A few additional features include video calling, instant messaging, voice mail, and videoconferencing.

Skype interviewing has become a very cost and time effective tool for recruiters to interview potential candidates for a wide range of positions from any location. Students who participate in Skype mock interviews receive a DVD of their Skype session to assist them in further developing interview skills with this advanced technology. The Skype mock interviews are recorded using Pamela for Skype, a program created specifically to record Skype applications. Students participate in Skype mock interviews on the 3rd floor of the Dunlap Success Center and are greeted afterwards for face-to-face feedback from the trained mock interview mentor.

Mock Skype interviews will allow FSU students to become familiar with this technology and practice their interview skills so that they will be better prepared before they have to do a professional Skype interview. We also created a Skype Interview Tips sheet to take away from the experience.

The FSU Career Center also plans to offer the Skype interview option to recruiters who are unable to conduct on-campus mock interviews during our Professional Development Week each semester. The addition of Skype mock interviews this semester was widely accepted by students, staff, and recruiters.

The following comments were collected from a survey of students who participated in Skype mock interviews this Spring semester:

"I found it extremely helpful as I have had no prior experience using Skype for an interview."

"I liked how realistic the entire thing was."

"More Skype interviews! Especially for RMPD students because most of the companies we are interviewing for are not based in Tallahassee, or FL."

Download Skype Interview Tips Sheet: <http://www.fl-cpa.org/assets/fsuskypeinterviewtips.pdf>.

The President's Council Needs Your Support!

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: <http://www.fl-cpa.org/presidents-council>.

Introducing New FCPA Website, Added Member Benefits

Alicia Smyth, FCPA Information Management Director

Hopefully you have had a chance to check out the new benefits and features that our new membership management system, powered by MemberClicks, has to offer FCPA members. In case you haven't, I am here to give you a few reasons why you should.

Once logged in to your account at <http://www.fl-cpa.org>, you will now be able to view all website content, in addition to members-only content, giving you the ability to manage your account settings, profile, and membership all in one place. Additionally, you will be able to interact with your fellow FCPA members through the new members-only Networking tab, which includes a social community, discussion forums, and a membership directory with advanced search capabilities. You can connect with and send messages to members, post pictures, collaborate, share ideas and best practices, join groups (known in the system as "circles"), and receive news and updates on the upcoming conference and other professional development opportunities. What's more, by downloading the [MemberClicks mobile app](#) to any Apple device, you will be able to tap into the FCPA member directory, learn about events, and view additional FCPA resources on the go.



Make the most of your membership by logging in today!

Program Improvement Idea: LinkedIn Picture Day for Students

Anne Meehan, Assistant Director, Office of Career Services, Rollins College



This March during our Rollins Career & Internship Expo, we marketed and offered for attendees to have a professional photo taken for their LinkedIn profiles. In February, we started offering LinkedIn workshops to help Rollins students and alumni set up their profiles and learn how to utilize LinkedIn, but we thought this photo opportunity would be a nice addition and marketing tactic. Students and alumni were already dressed professionally, and we wanted to help promote LinkedIn as well as provide a professional photo opportunity to improve their profiles. We hired a student photographer with the right lighting equipment and backdrop so that students could get their photos taken right after they checked-in for the Expo. We used a sign-in sheet and had attendees write their name on a white board which they posed with in the first photo. The photographer then took several photos without the white board so as to get the best photo possible. Our staff then cropped the photos to fit LinkedIn's specifications, and sent them via email to the attendees within a week of Expo.

The LinkedIn professional photo idea was a hit! Out of the 318 students/alumni and 78 employers who attended Career Expo, 103 students/alumni, 10 employers, and 7 staff had their professional LinkedIn photos taken. Students, alumni, employers and staff all supported the idea and encouraged us to provide this photo service at other venues throughout the year.

We are now looking to offer this professional photo service at our Etiquette Dinners and may consider other events to promote LinkedIn and having a professional photo online. Feel free to try this fun professional photo opportunity at your next campus or organizational event!

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. If you are interested in serving on a committee, please contact the respective committee chair:

Awards: Lindsey Katherine, past.president@fl-cpa.org

Door Prizes: Dean Walters, dean.d.walters@erac.com

Evaluations: Ommy Pearson, comm-state.coll.member@fl-cpa.org

Exhibitors: Kim Edwards, kim.edwards@saintleo.edu or Cathy Wise, cathy.wise@saintleo.edu

Facility Logistics: Elizabeth Boggs, eboggs@rollins.edu

Local Information: Tracy Joinson, secretary@fl-cpa.org

New Member Orientation: Kwanza Caffie, member.dir@fl-cpa.org

Photography: Alicia Smyth, info.manager@fl-cpa.org

President's Council: Lisette Guillen-Dolby, treasurer@fl-cpa.org or Delicia Lewis, private.univ.member@fl-cpa.org

Programs & Speakers: Megan Waldeck, prof.dev@fl-cpa.org

Recreation: Charlie Rodriguez, carlos.j.rodriguez@ehi.com

Registration: Robin Kazmarek or John Sheehy, conference@fl-cpa.org

You can check to see if you are officially on a committee by logging in to your FCPA account. Select My Profile from the top navigation bar and once in your profile, mouse over My Features in the sub-navigation bar and select "Committees." If you are on a committee, you will be able to see and message all committee members and post relevant documents. Additionally, Chairs and Co-Chairs have the ability to add new members to the committee.

Serving on a conference committee is a great way to get involved, make new friends, and build your professional network. Every bit of help is greatly appreciated and makes a difference!

2 Ways to Get Involved with FCPA Now!

Mark Colvenbach, FCPA President

As the conference gets closer each day, there are various opportunities (BIG and small) for you to get involved with YOUR association and assist with conference details. Join a committee, volunteer to assist with conference logistics or seek opportunities to support the association beyond the conference. For more information or to discuss your options, please feel free to contact Mark Colvenbach at president@fl-cpa.org. We welcome your involvement with open arms!

An on-going focus of the FCPA Board is to continually identify those members who are interested in potentially serving on Board positions in the future. If you are interested in serving on the FCPA Board at any point, or if you would like to nominate a candidate for the Board, please contact Mark Colvenbach, President at president@fl-cpa.org. Serving on the FCPA Board is an excellent way to develop strong leadership skills, improve your professional network, and build your resume. Entry-level board positions such as the State University Member and Employer Member are great ways to start out on the Board and to contribute to the Association. Increasing your involvement in FCPA, whether as a volunteer or future leader of the association, is a guaranteed way for you to maximize the value of your membership. We look forward to hearing from you.

Survival of the Fittest: A Career Services' Perspective on Managing a LinkedIn Group

Kristy Amburgey, Embry-Riddle Aeronautical University

LinkedIn is a job seeker's dream. Even more so, LinkedIn is a career center's dream: *a free resource to encourage and show a job seeker how to network, identify leads, research and explore career options, search for employment and more.*

In December 2008, the Embry-Riddle Aeronautical University Career Services Office took advantage of this dream resource and created a LinkedIn group. Over time, we conducted assessments of the group and the activities to identify both the best and the more ineffective practices. Essentially, certain practices were deemed fit and survived our cuts while other policies were changed or removed to better benefit the group. Below, you will find practices that evolved over the last several years, calling to mind our version of the survival of the fittest.

All Are Not So Welcome

When we originally created the group, we allowed anyone to join, and we did not feel the need to approve people as members of the group. We wanted to see our membership grow, increase the diversity of the group, attract employers and prospective students and get our name out into the LinkedIn community. We maintained this open concept until recently when we saw a continuing trend of issues with non-ERAU contributors. We had several people with no affiliation to the university make negative comments, and we noticed that many of the people requesting help, via job and advice requests, were not Embry-Riddle students or alumni. In addition, we could not fully advertise available positions found in our career management system or our Embry-Riddle events since we had group members who were not allowed to use our ERAU-specific resources.

Now, we only accept Embry-Riddle students, alumni, staff, faculty and administration into our group, and we do encourage and accept employers as members. Although there are still non-ERAU people involved, we have ensured that this service is value-rich to the constituents we actually serve.

Peer-to-Peer Support

When the Embry-Riddle Career Services group was implemented, the staff members tried to respond to every question, inquiry and comment. These actions were in addition to adding relevant content, sharing jobs and growing membership. The time that was devoted to the management of the group was a rather large undertaking, especially as it was just one of our many systems. About a year ago, we decided to take a less "answer immediately" approach and leave the responses to the fellow group members. Even though we were wary of relinquishing control, our fears proved to be relatively unfounded. We saw more people start to step up and provide advice and guidance. And, yes, there were things posted with which we did not necessarily agree, but we also found that advice was flowing from multiple sources and showing many opinions, which reflected the reality of a typical job search.

Even though we heavily monitor our group activity, we do allow people to express their opinions, concerns and advice freely. We try not to interfere, unless we see erroneous or discriminatory information posted, and interrupt the flow of peer-to-peer support.

One is Better than Two

In the beginning of our LinkedIn history, we had two separate LinkedIn groups based on our multi-campus structure. After consideration and staffing changes, we merged the two groups into one and embraced our third campus' students and alumni. The Career Services Office was able to maintain a consistent message across

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multiple groups, and it prevented staff from having to post articles and jobs in multiple places. For our purposes, the one Career Services group is a great advantage. For example, it encouraged experienced alumni to interact in the same forum as first year students, and it allowed employers to see the range of students and alumni we had.

Feeding our Group

One of the practices that we implemented was the use of the newsfeed option. This tool allowed us to ensure a consistent stream of career and industry-related articles. At first, we selected many different resources to feed into our group; these feeds brought members job advice, aviation and aerospace stories and other related content. Through feedback, enhanced LinkedIn options and careful thought, we decided to narrow down the newsfeeds to include only career-related sites as most members found industry news through other groups to which they belonged. By removing many of the extraneous sites, we were able to really feature valuable career content and group discussions.

Advertising Employment Opportunities

One of the great functions of LinkedIn groups was the ability to advertise and share available positions. At first, we used the job posting function of the LinkedIn group in a rather narrow way. We occasionally added job content or relied on employers to advertise open positions. With increased functionality of our career management system and some brainstorming, we improved how we advertised positions via LinkedIn.

We utilize this feature when we are supporting a company with a hard to fill opportunity, a looming deadline or other challenge. We also add jobs for our populations that don't often have a multitude of choices. Another function is the ability to get third party recruiters involved with our office. Without complete job information, we do not typically add third party recruiting jobs to our career management system, so we encourage the recruiters to join our LinkedIn group and then post positions; our staff often posts the positions in the jobs section of the group as well. With this method, we have found that interested candidates can pose questions to the recruiter, and the recruiters can connect with candidates who seem to match their needs.

As with any new system, you must evaluate it with an open mind, finding what works, what does not work and what could be improved. The evaluation process should be on-going. We have often taken the approach of "let's try it" especially in the early days of our usage. But we are always willing to concede that an idea or approach was not so brilliant. We have also found that LinkedIn compliments other systems, including our career management tool, EagleHire Network as powered by Experience.

The Embry-Riddle Career Services LinkedIn group has evolved and continues to evolve. We have taken advantage of certain functions of the system, and we have minimized the use of some options as we evaluate the fit. Our group has grown considerably, and it continues to evolve and adapt to our changing needs.

Useful Resources:

- Online Networking (ERAU Career Services website): <http://www.erau.edu/career/networking/online.html>
- LinkedIn Career Services Resource Center: <http://university.linkedin.com/career-services>

African-American Male Students and Career Decision-Making Behavior: Tools for Success

L. Felix Daniels, Ed.D., University of Central Florida

“I have no idea of what I’m good at.” “I just want to make a decent amount of money.” “If I can find a stable job with enough money to take care of a family, I will be happy.” “I just want to help people, but I have no idea how.” Reminiscing about my work as a career counseling practitioner over past 8 years, I find that these are just a few of the revelations that surface during my sessions with undecided students. I’m sure many of you may be able to attest to this precarious predicament by virtue of the work you’ve done or by your own personal experiences during your undergraduate days. Even after graduating from a local community college years ago, I too found myself undecided about my career choice once I arrived at my four-year institution.

Today, more than ever, it appears that career indecision is on the rise amongst college students. According to a survey of freshmen students, approximately 75% cited getting a better job while 73% noted making more money, as the most important reasons for attending college. Due to the data revealed from this survey, as well as my sometimes intense encounters with students, it appears that family, a forever fluctuating economy, and more often than not television shows also influence the career decision-making process of today’s millennial students. Although relevant, these influences don’t always make for “ideal” sessions with our undecided students. As such, it is necessary for career counseling practitioners and administrators to continue gathering information to assist our undecided (and often decided) students.

In order to gain more insight into the experiences of our students, I chose to embark upon an intense information gathering exercise. In other words, I began working on my dissertation. From the lens of Social Cognitive Career Theory, I chose to examine the experiences that impact the career decision-making behavior of African-American male transfer students. According to recent statistics, these students are facing serious challenges with retention in our systems of higher education. As a seasoned career counseling professional, one may assume that career indecision plays a significant role in the matriculation of these students. Guess what? It does!

The participants revealed insightful information that may aid us in our quest to help students make sound decisions about their careers. Participants noted that experiencing less than desirable job salaries, academic ability, and gender also played significant roles in the process of selecting a major. Of the experiences that led to the development of career decision-making self-efficacy: choosing a major consistent with self, engagement in practical experiences, working independently and solving problems, meeting with advisors, and being involved in extracurricular activities were all imperative to the retention of this group.

What does it all mean? Although this study alone does not solve the problem of the declining number of African-American male students, it does offer some insight into what we can do as practitioners and administrators to address the issue. Engaging students in various forms of self-assessment, career research that includes practical experiences, making students aware of academic resources and challenging them to utilize them are all strategies that can enhance career decision-making behavior. Along with these strategies, we may also want to make concerted efforts to reach out to this population as students tend to visit Career Services when they need a job or at graduation. However for many of our students, that may be too late!

Share Upcoming Career Fairs on the FCPA Website

Active members are invited to publicize career events on the FCPA website. Please submit your submission requests to info.manager@fl-cpa.org and include the following information: Institution, Title of Event, Date, Time, Location, and URL for more information. View upcoming career fairs at <http://www.fl-cpa.org/career-fairs>.

Dining Out Corporate Style

Vertrilla Hunt, Valencia College

The annual Dining Out Corporate Style (DOCS) 2012 for Valencia's East Campus Student Life Skills (SLS) class was a huge success. The program is in its tenth year.

Students in two of Dr. Nix's SLS classes participated in four in-class career preparation seminars and business/social etiquette, and a Latin cuisine employer networking brunch. The seminars, coached by Vertrilla Hunt, Internship and Workforce Services and Enid Rosa, Career Development, directed students through building a "World of Work" pyramid. The seminars also coached students in business and dining etiquette. The students understood that it is not about "what is the correct fork to use," but about the decision making skills portrayed during a business dining experience. In the seminars, the students developed and presented a networking/elevator speech as well as created a resume and thank you letter.



We reassessed this learning outcome at the Employer Networking Brunch, where 42 students were observed networking with 18+ employers at their tables; attention was given to their dining etiquette and professional dress. The students were also graded on their resumes. The students and employers engaged in open table discussion on topics ranging from the type of answers employers look for during the interview process, social networking and the advantages and disadvantages associated with hiring and maintain employees, to the importance of completing an internship as a stepping stone when considering the internship experience as a selling point for hiring.

We were elated to learn that a third of the students reported that employers had asked for their resumes for future internship opportunities. What's more, three employers so far have requested to post internship opportunities with Valencia.

Easily Access FCPA Article Archives on the FCPA Website

Members now have easy access to past *Connection* articles written by fellow members. Simply log in to your FCPA account, mouse over the *Resources* link and select *Article Archives*. You must be logged in to access this content, as it is a members-only benefit.

Want your article included? Be sure to submit content for the next issue of the *Connection* newsletter!

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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 2012 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 2012 edition is Friday, July 20, 2012. Please send content to Alicia Smyth, Information Management Director, at info.manager@fl-cpa.org for consideration.

