

CONNECTION

KEEPING FLORIDA FIRST

2012 SUMMER EDITION

Message from the President

Jennifer Zeigler, 2012-2013 FCPA President



It's hard to believe we are already in the second half of 2012. As the summer winds down I wanted to take a moment to reflect on what a great year it has already been. Our dedicated and talented team of board members and volunteers has delivered yet another successful and fun annual conference! Our strong set of keynote speakers gave us a lot to take away for our own professional development, and the beautiful beach setting in Naples provided plenty of fun and relaxing memories.



I am also excited to be able to tell you the location of next year's conference! Watch out for details for the June 2013 annual FCPA Conference in Orlando, FL. The center for attractions and tourism will have a lot to offer our attendees and I am so excited to start planning. I encourage everyone to get involved with conference planning by joining a committee of your choice. Not only does this give you direct input on the details of the conference, it also offers you the chance to network with colleagues and make some great friends. If there is anything you feel we can do to make your FCPA membership more impactful, don't hesitate to contact a board member with your ideas. We are always looking for ways to improve the membership experience.

Finally, I would like to extend a heartfelt thank you for giving me the opportunity to serve as President this year. I am looking forward to continuing to work with such a talented group of professionals, and the opportunities for professional development for all of us. Here's to an exciting and productive year!

- Jennifer 

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Treasurer's Report

Lisette Guillen-Dolby

Our current balance, as of the August 13, 2012 SunTrust statement, stands at \$17,576. Please be reminded that this does not include our \$10,022 in Business Money Market and our SunTrust Certificate of Deposit (CD) for \$20,667.

Save the Date!

2013 FCPA Annual Conference, June 19-21

Wyndham Lake Buena Vista Resort in the Walt Disney World Resort

<http://tinyurl.com/95d23g9>

Located directly across the street from Downtown Disney area, with on-site Disney character breakfast visits, a special conference negotiated rate available one night before and after conference, and free shuttle to Disney theme parks



Thank You to Committee Chairs, Committee Members and Exhibitors!

Committees:

Conference Chair: Jennifer Zeigler (Chair)

Programs & Speakers: Megan Waldeck (Chair), Emily Kennelly, Katie Meyer-Griffith, Shari Saperstein, Valerie Kielmovitch, Emmanuela Stanislaus

Registration: Robin Kazmarek (Co-Chair), John Sheehy (Co-Chair), Tracy Joinson

Recreation: Charlie Rodriguez (Chair)

Evaluations: Ommy Pearson (Chair), Odalys Simmons

Logistics: Elizabeth Boggs (Chair)

Exhibitors: Cathy Wise (Co-Chair), Kim Edwards (Co-Chair)

Door Prizes: Dean Walters (Chair)

President's Council: Lisette Guillen-Dolby (Co-Chair), Delicia Lewis (Co-Chair)

New Member Orientation: Kwanza Caffie (Chair)

Photography: Alicia Smyth (Chair)

Awards: Lindsey Katherine (Chair), Ommy Pearson, Alicia Smyth

Local Information: Tracy Joinson (Chair)

Exhibitors:

Becker Professional Education

Experience

Florida Surveying & Mapping Society (FSMS)

College Central Network



John and Robin manning the registration booth

Highlights from the 2012 Business Meeting

Ommy Pearson, FCPA Secretary

Board Reports

President's Report - Each year, the president of FCPA sets goals for the board to accomplish in the coming year. Mark Colvenbach, now our past president, reviewed each of the goals and provided a status report:

- *Identify and implement new web management and event registration software to improve technology capabilities* – accomplished with implementation of MemberClicks. Thanked Alicia and Tracy for the work put in with implementation. Mark noted that FCPA has received compliments from other organizations about our website.
- *Diversify and increase the number of professional development opportunities for members beyond the annual conference.* – offered 13 webinars, offered CEUs again this year at conference.
- *Explore potential partnership opportunities with professional organizations such as SoACE, state associations and regional HR groups* – we are now at a good point where we can and should look at partnership opportunities with other organizations. SoACE will be in St Petersburg in Dec, so we are looking for ways to enhance our partnership with them through the conference.
- *Increase employer membership and opportunities for recognition* – Number of individual employer members went up, but total number of employer organizations went down
- *Increase volunteer opportunities for members year round* – Mark thanked everyone for volunteering for the conference.
- *Utilize social media applications to connect with members, share resources and to further develop new membership* – Alicia has done a great job with this. The LinkedIn group is very active. MemberClicks has social media component that we have started to utilize.

Treasurer's Report—Lisette Guillen-Dolby presented the 2011-12 Annual Operating Budget and the current Statement of Revenues and Expenses. Also reviewed the history and current balance of the reserve account. Explained that the statement of revenues and expenses is a projected document at this point because revenues and payments are still being received/paid for the current fiscal year.

Secretary's Report—Tracy Joinson presented the Membership Report noting slight membership increase over last year. We are currently at 242 members. Final 2012 membership report will be available in January 2013.

Membership Report—Kwanza Caffie reported that the organization is working to create a membership outreach effort to attract more employers to FCPA. Encouraged anyone with ideas to please share them with any board member.

Information Manager's Report—Alicia Smyth, Information Manager, provided a report on the following topics:

- Reminded everyone that we were in bad shape with our website at this time last year. After doing research and reviewing proposals, we decided on MemberClicks, which is fully implemented at this point.
- Reminded everyone that they can renew their membership for 2013 at any time through the website
- FCPA Connection newsletter – content from members is very important. Allows us to share knowledge outside of the conference. Resource room – would like to get the presentation information from the conference posted. If you are presenting during conference, please send to Alicia Smyth (smythc6c@erau.edu) for posting in this password protected area.
- Broadcast emails – reminded everyone that members can send out emails themselves, don't need to send through Information Management Director.
- Alicia is taking photos during the conference which will be posted on the website after the conference.

Continued

Business Meeting Highlights, *continued from page 3*

Professional Development Director—Megan Waldeck reported that this past Spring, we did a survey asking members about professional development preferences. The results were used to drive content of the conference and other professional development throughout the year. She reviewed the results of the survey.

New Business

Nominations & Election 2011-2012 Board of Directors—Mark Colvenbach explained which positions on the board are up for election this year: vice president, treasurer, secretary, information management director, private college/university member. The board proposed, and the membership voted to accept, the following slate as the 2012-2013 Board of Directors:

President – Jennifer Ziegler
 Vice President – Tracy Joinson
 Treasurer – Lisette Guillen-Dolby
 Secretary – Omy Pearson
 Past President – Mark Colvenbach
 Information Management Director – Alicia Smyth
 Membership Director – Kwanza Caffie
 Professional Development Director – Megan Waldeck
 Employer Member – Grissel Rivera
 Employer Member – Vacant
 State University Member – Sandy Jakubow
 State/Community College Member – Vacant
 Private College/University Member – Delicia Lewis

FCPA Annual Conference 2013 Planning—Already?!?

Tracy Joinson, FCPA Vice President/Conference Planning Chair

We've all come to know and expect a fantastic annual conference from FCPA with quality content at a GREAT value for the money, and if you've ever been to a conference, you also know that we never miss an opportunity to thank all the volunteers who make it happen. So with that said... if you are interested in becoming more involved in FCPA (or continuing your involvement), please considering being a volunteer for the 2013 conference. Venue is to be announced, but it will be held in Orlando in June, 2013. Volunteers are still needed where noted below:

Recreation/Entertainment—plan and coordinate recreational and entertainment activities (volunteer needed)

President's Council—solicit and secure financial donations and/or sponsorships necessary to support holding an annual conference (volunteer needed)

Registration—assist with on-site registration/check-in (4 volunteers needed)

Exhibitors/Vendors—seek out and secure exhibitors that would like to demonstrate and promote their products/services to FCPA members (volunteer needed)

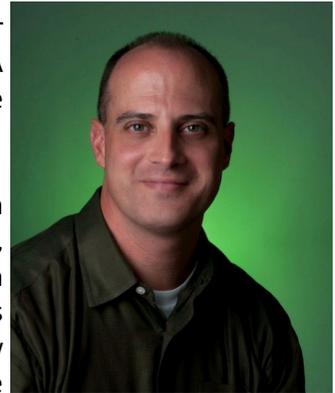
On-site Logistics—ensure necessary equipment and signage is in place throughout the conference (posting breakout session signage, make sure laptops are in locked storage room during breaks, etc.). (Chair and volunteer needed)

Please contact Tracy Joinson, conference chair, to volunteer: vice.president@fl-cpa.org or 561.207.5351.

Ray Rogers Receives 2012 Brownlee Leadership Award

Each year, during the Awards Luncheon at our annual conference, the Florida Career Professional Association awards the Brownlee Leadership Award to a deserving FCPA member. This past June marked the 26th year FCPA has presented the Brownlee, the association's highest award.

Ray Rogers, FCPA's 2012 award recipient, served on the board for more than ten years, serving in roles as Newsletter Editor, Information Management Director, Treasurer, Vice President, President, and Past President. In each of his positions with the board, he went above and beyond, directing and facilitating tremendous improvements to the association. Such improvements include launching a new website with an archives system and automated membership and conference registration, implementing a true budgeting process for the board, transitioning the website to a fully online payment system. In many instances, Ray stepped in and helped to fulfill the duties of other positions on the board due to vacancies, even serving as President for a second term.



2011 Brownlee Leadership Award recipient, Dona Gaynor, wrote of Ray in her nomination letter, "I believe Ray was a truly transformative leader who made FCPA the respected state organization that it is today. He was also one of the hardest working members of the Board of Directors taking on positions and projects that required a huge amount of time and effort while still maintaining his "real" job as the Director of Career Services at Rollins College. On a personal note, I would not have become involved with the FCPA board or accomplished my goals during my tenure as President without Ray's support and assistance."

Tracy Joinson, FCPA Vice President, also nominated Ray for the Brownlee Leadership Award. Her response to Ray's award was, "I am so happy that Ray Rogers was this year's recipient of the Brownlee award. On a personal level, I have been so grateful to have had Ray's involvement in FCPA. Throughout my membership and tenure on the board, he has been an invaluable historian, advisor, and true leader. It is due to Ray's efforts that FCPA evolved into a professional association with 'modern day functioning' including accountability based bookkeeping practices, an online membership database, and web-based historical archives- among other things. His willingness to serve in board roles for repeated terms when asked is testament to his dedication to the organization. I believe that when the Brownlee Leadership Award was created, it was done so to recognize people like Ray Rogers - I cannot think of a better way for FCPA to say 'thank you for all you've done' to him."



Ray has been a member of FCPA since 1998 and served on the board from 2002-2011. He started his higher education career at Rollins College in 1994, beginning in student activities, then moving to residential life several years later. He has worked in career services since 1998 and has served in the role of Director, Career Services since 2006.

Congratulations to Ray in joining the esteemed list of outstanding career professionals who have previously received this recognition. Past recipients include Dona Gaynor (Florida Institute of Technology), Myrna Hoover (Florida State University), and Manny Virata (Retired from NASA), pictured left.

Adam Nails, Embry-Riddle Aeronautical University, Wins 2012 Student of the Year Recipient



This year's Student of the Year winner, Adam Nails, graduated this May from Embry-Riddle Aeronautical University with a degree in Engineering Physics. Adam was nominated by Sally Richards, Co-op Program Manager at Embry-Riddle.

In her nomination letter, Sally wrote, "In 20 years of being a part of the Co-op/ Internship Program at Embry-Riddle, I don't think I've ever had a student who has been so involved and enthusiastic about his internship or co-op experience and at the same time has been so instrumental in marketing the concept of an internship or co-op work experience to other students."

Adam completed three co-op terms with NASA at Johnson Space Center in Houston, TX. At NASA, Adam worked on a reduced gravity simulator that is currently being used to train astronauts. He also worked on the Space Exploration Vehicle and worked with the International Space Station Program. He was the manager of the Co-op Video Committee at JSC and helped produce videos promoting internships and co-ops with NASA. Back on campus, he continued promoting internships and co-ops to current Embry-Riddle students.

Adam's Student of the Year Award was presented to him on August 8, 2012 at Johnson Space Center by Embry-Riddle alumna and astronaut, Nicole Stott.

John Sheehy Receives New Member Award

John Sheehy was this year's New Member of the Year. John has been a member of FCPA since 2008, when he joined Stetson University as a Career Development Coordinator & Student Success Coach.

For the past several years, John has served a co-chair of the FCPA Annual Conference registration committee. Last year, when the registration database stopped working properly, John worked to devise a streamlined process to extract important information, resulting in a glitch-free conference check-in for attendees. "In true John fashion, he gave 100% to his commitment and agreed to serve again as registration co-chair."

In her nomination letter, Robin Kazmarek wrote of John, "If someone asked me to describe John in three words, I would say dedicated, student centered and enthusiastic. Without a doubt, he is the type of professional you want on your team or committee. His dedication to his position and the students is to be admired. On a regular basis John puts in extra hours and goes far beyond the call of duty to assist students; all while saying 'it's what we do'." She went on to say, "John loves being a part of FCPA and doing all he can to assist others. We are very fortunate to have someone with his level of dedication and involvement in the field and in this organization. I am honored to call John a colleague and friend and look forward to his continued success."



Congratulations to John on his well-deserved achievement!

Tracy Joinson & Alicia Smyth Receive President's Awards

Mark Colvenbach, FCPA Past President

This year marked the inaugural year of the President's Award for the Florida Career Professionals Association (FCPA). The award was recently established to recognize FCPA members who go above and beyond throughout a given year to meet the needs of membership and provide an opportunity for the association to reach the next level. The President's Award is nominated by the current FCPA President, although the award may not be given each year. The award is intended to highlight the member's contribution to FCPA and serve as an example of their impact to those in our profession.

At the 2012 Annual Conference in Naples, FL, it was my honor to name this year's award winners: Tracy Joinson, Palm Beach State College, and Alicia Smyth, Embry-Riddle Aeronautical University. In the first year of existence, I cannot think of two members more deserving to receive the President's Award. Both Tracy and Alicia spent extensive volunteer hours implementing the new MemberClicks software program to improve the overall value of each FCPA member's experience. The system provides us with a much easier way to register members, forums for discussions and increased functionality on many levels. While the process was much more labor intensive than anyone had imagined, Tracy and Alicia remained dedicated to the project and end goal of improving resources for members.



Tracy Joinson



Alicia Smyth

In a very short period of time, the transition that occurred to our new website and operating systems has proved to be a model for similar state and regional organizations, as they look to continually serve their members. I am confident that the dedication and countless hours both Tracy and Alicia spent getting the Board and FCPA up to speed, will prove to be the long-term investment needed to take our organization to the next level while continually meeting member needs. In addition to her dedication to this project, Alicia has spent additional time maintaining the website, enhancing online information and improving our social media presence for the Florida Career Professionals Association.

2012 Annual Conference Evaluation Results

Odalys Simmons, Evaluation Committee Member

After a review of the 2012 FCPA Annual Conference evaluation survey, the majority of this year's attendees who participated described the conference as "very good" and "excellent." The following summary illustrates the survey results for the conference. The FCPA Board of Directors and Conference Committee members will review the feedback collected in order to effectively plan and further enrich conference events and programming.

The survey consisted on 15 questions where participants were given the opportunity to rate the overall conference, programming, and events, and provide feedback on what they found to be most and least useful/ effective. A rating scale of Excellent, Very Good, Good, Fair, Poor, and N/A was used, along with open-ended questions for comments and suggestions. According to the rating scale, the conference received a rating of 4.18 on a 5.0 scale, with 49% of respondents giving it a rating of Very Good, 34.7% Excellent, and 16.3% Good. The location, The Waldorf Astoria Naples, received high marks- a rating of 4.47 (out of 5.0), while overall programming received a rating of 3.60.

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Conference Evaluation Report, *continued from page 7*

For programming, the top rated breakout sessions were: People, Purpose, PEACE: A Formula for Managing Stress (4.55), Career Development Courses: Tried, True and New Formulas for Success (4.40), and Disability Awareness: Breaking Down Barriers (4.36). Respondents found the roundtables as one of the most effective/useful parts of the programming, with comments expressing the need for more time at the roundtables and overall networking.

Special events, meals, and receptions with the highest rating were: the closing banquet (4.32), recognition luncheon (4.31) and the reception (4.26). Suggestions included the need for more engaging activities during events and the reception.

In general, participants commented that the conference was “great,” and that they benefited from their time there. Overall suggestions included ideas such as more interaction with employers by having them lead some of the breakout sessions, in addition to a “technology” theme and location.

Many thanks to those who participated in the survey and provided essential feedback to make next year’s conference a success. We look forward to seeing you at the next conference in Orlando!

Member Updates

Robert Liddell, Research Associate in the Office of Student Affairs Planning, Evaluation and Assessment at the University of South Florida, has recently joined the Saint Leo University community as the Director of the Career Planning Department within the Division of Continuing Education and Student Services. Mr. Liddell has been associated with the University of South Florida since 2006, first joining USF’s Division of Human Resources as a Compliance Coordinator and Employee Relations Consultant. Rob also served as the Assistant Director for Administration and Special Projects in the Office of the Provost and Executive Vice President while at USF. Additional professional experiences include service as an internal process consultant within a large orthopedic provider and as the Director of Student Ministries at a Pinellas County, FL church.

Carolyn Barringer has joined the FSU Career Center as the Assistant Director, Garnet and Gold Scholar Society. Carolyn is a graduate of the Higher Education program at Florida State University.

Sarah Clark has accepted the position of Associate Director of The Career Center at Florida State University. She previously served as a Career Development Counselor at the University of North Carolina Wilmington.

Seth Hayden came to Florida State University from the University of Virginia, where he served as a Research Associate/Lecturer. He is now the Program Director of Career Advising, Counseling, and Programming.

Kristin Zaideman previously served as the Director of Career Services at Flagler College. She will be taking on the role of Senior Assistant Director of Employer Relations & Recruitment Services at Florida State University.

Melissa Forges has previously held positions as a Teacher in Broward County, a Career Coach at ATI Enterprises, and most recently as a Career Advisor at Nova Southeastern University. Melissa will be serving as the Assistant Director, Engineering Recruitment Services & Employer Relations at Florida State University.

How to Integrate Millennials into a Multi-Generational Workforce

Jacqueline Brito, Rollins College, Crummer Graduate School of Business

A recent poll by the Society for Human Resource Management asked 400 people, “To what extent is intergenerational conflict an issue in your workplace?” A staggering 72 percent responded either “to a large degree,” “to some degree” or “to a slight degree.”

In today’s workplace, where there can be as many as four generations working together, the reality is that managing a multi-generational workforce does pose challenges. A lack of understanding regarding generational differences can create conflict within working relationships, lower productivity and increase turnover. More seasoned staff can become frustrated by a seemingly aloof and entitled younger generation. Younger staff can become disenfranchised by entrenched hierarchal structures that have been encouraged or embraced by senior staff.

Generations can be defined as a group of individuals of the same approximate age who share similar ideas, problems and attitudes. Each generation’s attitudes are influenced by childhood experiences. Whether they grew up during wartime or relative peace, in times of economic growth or uncertainty, or during periods of profound social change such as the civil rights era or the Internet age — all of these factors help define a generation’s characteristics. It is my experience that while each generation has certain characteristics that help describe it, there are no absolutes.

The first key in integrating generations is to understand what makes each “tick.” Some may call this stereotyping, as it involves making assumptions about the generations. But I believe, in this case, generalizing can be more helpful than assuming everyone brings the same perspective to the workplace.

It’s easy and even natural to assume all employees want the same things, but each generation has its own unique way of viewing the world, from how it defines success to how it judges other generations. Better understanding of each generation can help us prepare employees for effective multi-generational environments.

The key to thriving within this blended workforce is taking the time to better understand the differing needs and motivations of the other generations. With a little education and understanding, these differences can actually lead to increased creativity and productivity.

According to the World Health Organization, men and women who are healthy at 60 will be physically capable of working until they are 74 and 77, respectively. Going by these statistics, the newest employees entering the workforce might not be joining just their parents or grandparents; they might be joining their great-grandparents.

While there is no standard definition of where generational divisions occur, and some people may share characteristics of two generations, for the sake of this article I’ll break down the basic generational groups into the following:

- Traditionalists (born before 1946)
- Baby Boomers (1946 – 1965)
- Generation X (1966 – 1980)
- Millennials (1981 – 2000)

TRADITIONALISTS

The traditionalists are 66 years or older and, while many have retired, there are still those who hold positions ranging from entry-level part-time to upper-management roles in which understanding the younger generations can be very useful. The perception is that this generation views work as an obligation; they respect authority, take rational approaches, and are self-driven to produce quality work.

continued

How to Integrate Millennials, *continued from page 9*

Workers from this generation grew up in the wake of a worldwide economic depression. World War II was a defining event in their early lives. Their formative era was marked by a strong sense of commitment to families, soldiers, country and community. Members of the traditionalist generation tend to be conservative in dress and language. They see work as a privilege, whether it means bagging groceries at the local supermarket or managing multimillion dollar projects. Their strong work ethic, discipline, stability and experience can make them invaluable employees.

Traditionalists tend to be motivated when managers connect their actions to the overall good of the organization. They value tangible symbols of loyalty, commitment and service such as plaques and certificates. This group prefers formality in communication (e.g. memos, letters, personal notes) and does not view email or text messaging as favorably as subsequent generations.

BABY BOOMERS

Baby Boomers (or “Boomers”) range between the approximate ages of 46 and 65. The older members are beginning to retire from the labor force, but are healthier and expected to live longer than any generation before them. They will continue to make up a significant portion of the workforce until well beyond the traditional retirement age of 65. This generation holds most of the senior-level management roles and is often stereotyped as extremely focused on work. Boomers possess a strong work ethic and have mostly worked in an environment with expanding opportunities. This group is also referred to as the Sandwich Generation because they often have to care for aging parents along with their own children.

Raised in the post-World War II era by parents who had lived through global depression and world war, Boomers were taught that life would be better for the next—and largest ever—generation. This belief was so pervasive that Time magazine awarded its 1967 “Man of the Year” title to the Boomer generation.

The first generation ever to be graded on their report cards for “works well with others” and “shares materials with classmates,” Boomers learned to be good members of a team.

When the Boomers arrived on the job, they were committed to making a difference. They insisted on having a voice, being involved in decisions and influencing the direction of their organizations. They chose the workplace as a vehicle for proving their worth; as a result, they have tended to work evenings and weekends, always going the extra mile. With their strong team orientation, they have been the primary force behind such practices as participative management, employee involvement and team building.

Baby Boomers tend to be motivated by personal appreciation, promotion and recognition. Like Traditionalists, they put less value on email, text messaging and social media for communications, preferring phone calls and personal interaction. For example imagine this situation, a Millennial student intern sharing a workspace with a Boomer staff member, decides to use email as his preferred method to ask a question. The senior employee is likely to turn around and ask, “Why couldn’t you just talk to me since I am sitting right next to you?!”

Read the full article: <http://tinyurl.com/8ocxpqa> (must be logged in to your MemberClicks account to view)

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>.

Approaching Employers at Career Fair Events: An Employer Perspective

Sandi Ohman, Senior Program Manager, Embry-Riddle Aeronautical University

As career professionals we strive to educate students on how to be successful in all steps of the career process. We know they don't always implement this advice – that is evident at the events! However, when a recruiter or hiring manager shares the same advice with students they tend to take it to heart.

Recently, we reached out to several employers that typically attend the Industry/Career Expo at Embry-Riddle Aeronautical University, asking for their perspective on students at such an event. We wanted to know what they look for when students approach their booth. When determining who they want to interview further, we asked the employers to share some of the basic questions they ask students at the booth. The response was good and the feedback was somewhat expected and traditional with some exceptions.

The top areas that stood out with employers and made impressions were the following:

- Knowledge about the company and knows a few specific facts
- Knows what they want to do for that specific company, or at least have an idea
- Has the ability to carry on a conversation with the recruiter – so good, or even average, communication skills
- A good introduction
- Awareness of strengths and interests
- A true passion for their career interest
- A good attitude and shows confidence – whether real or faked
- Prepared – research, resume, note pad to take notes
- Well-groomed and dressed appropriately for the event, a good handshake, make eye contact and smile
- Strong academics

A few tips employers shared that are not as traditional, but still good to consider:

- Take the initiative to contact previous interns to find out about the positions and company as part of their preparation
- Held a job or been involved in extracurricular activities that are related to their major
- The student doesn't have to wear a suit and tie, but should still be well groomed and neat. The clothes should be a complement to the person and what they would bring to the company.

When asked about the questions they ask students, a.k.a. the screening process, the responses were again expected:

- Where do you want to be geographically? (Especially important for companies far away from the university's location)
- What are the skills/knowledge areas you bring to the company?
- Tell me about your background and experiences? (Ensures relevance to what the company is looking for in candidates)
- Walk me through your resume. (Testing their ability to engage in a conversation about themselves, hitting points like achievements and passion)
- Why XYZ company? (Especially important at a career event when there are many companies to talk to, often times very similar in function. This also helps determine motivation)
- What brought you to ABC university?
- What type of position are you seeking? How does your education and experiences relate to this area?
- Tell me about a project or class that you've been involved in, that has prepared for this type of position.
- What are you not interested in doing professionally?

continued

Next Generation Aviation Career Expo at Broward College, South Campus in Pembroke Pines

Ian Ferguson, Career Advisor, Broward College—South Campus



On July 11, 2012, the Career Center at Broward College's south campus hosted a unique and successful career fair in conjunction with the Federal Aviation Administration.

The FAA approached Broward College's Aviation Institute this past spring with an idea to explore recruitment and career opportunities for aviation students, and this proposed partnership became the nexus for the **Next Generation Aviation Career Expo**. The Aviation department enlisted the assistance of Adam DeRosa, the South Campus Career Center

Coordinator, who suggested ways to expand the project into the full-scale career fair. After an initial conference, we scheduled biweekly meetings with key Broward College staff and FAA officials, and the expanded project quickly took shape.

With the assistance of Broward College Job Developer Autumn Whitfield, we began the process of reaching out to various industry-related corporations and federal agencies, taking the initially smaller-scaled symposium and turning it into the multi-corporate Next Generation Career Expo, with a participant list that eventually included Spirit Airlines, Gulfstream, the Transportation Safety Administration, and many more.

Additionally, we enlisted the participation of the major Broward College education departments and organizations from all four campuses, many of which were represented at individual tables at the event. This enabled Broward College to have its own significant presence at the Expo, taking advantage of a marketing plan that included present, prospective and alumni students as well as the general public. The Expo culminated with an informative and extremely well-received panel discussion / Q&A session with Federal Aviation Administration officials, leading all involved to look forward to similar events at Broward College in the future.



Approaching Employers at Career Fair Events, *continued from page 11*

- Where do you see yourself professionally, over the next __ years?
- What are your favorite classes/professor and why?
- What is your dream job?
- Why should we select you?

Advice from a sampling of employers does not capture the full scope of the students' experience at a career fair event, but it is a place to start. Many will hear this advice, some will listen, even fewer will take it to heart and prepare accordingly. Those that do gain the reward!

Creative Ways to Access Professional Development Opportunities

Ommy Pearson, Assistant Director of Career Development Services, Lake-Sumter Community College

As Career Services professionals we already know the importance of staying up-to-date on industry trends and best practices as well as connected to our network. However, during these difficult economic times when many of us are struggling to secure professional development funds, how can we ensure that we keep growing as professionals? By accessing free professional development resources! Most of us are already very familiar with LinkedIn and the important role it plays in helping us create a professional online presence and connect with professionals. However, many are missing out on the invaluable information that can be accessed by joining LinkedIn Groups. By joining a variety of career services-related groups, you can access best practices, seek out ideas or feedback and even learn about relevant webinars (many of them free!). LinkedIn Groups are a fantastic way to stay on top of today's hottest career services trends and issues. If you haven't already, be sure to join some of the popular Career Services Groups on LinkedIn (see list below).

In addition to LinkedIn Groups, there are additional resources that offer free career services webinars. Some of these are intended for Career Services professionals and others are targeted at students and alumni job seekers. So in addition to professional development, you may find some neat programming offerings for your campus. Due note, however, that in order to access some of these webinars you may be asked to create a free account on the host's website.

Popular Career Services LinkedIn Groups	
Florida Career Professionals Association	Alumni Career Services Network
Community College and Technical School Consortium	ACPA Commission for Career Development
South Florida Career Centers	Career Counselor Technology Forum
National Association of Colleges and Employers	College Recruiting Central: Best Practices for Employers and Universities
Southern Association of Colleges and Employers	Society for Human Resource Management
National Career Development Association	Career Services Professionals

Webinar Host	Website	Target Audience
Bright Talk	www.brighttalk.com/channel/5068	Job seekers
Career HMO	www.careerhmo.com/careerealism-tv	Job seekers
Alumni Career Services Network	http://myacsn.org/category/programs	CS Professionals
Federal Employment Webinars	www.ourpublicservice.org/OPS/programs/calltoserve/events/index.shtml#webinars	CS Professionals
LinkedIn	http://careerservices.linkedin.com	CS Professionals

Remember that...“Learning is not attained by chance, it must be sought for with ardor and attended to with diligence.” — Abigail Adams

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Submit Content for the Next *Connection!*

Make your mark by submitting an article or announcement to be included in the Fall/Winter 2012 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 Fall/Winter 2012 edition is Friday, November 30, 2012. Please send content to Alicia Smyth, Information Management Director, at info.manager@fl-cpa.org for consideration.

