

CONNECTION

KEEPING FLORIDA FIRST

2012 FALL/WINTER EDITION

Message from the President

Jennifer Zeigler, 2012-2013 FCPA President

I would like to start off by wishing everyone a happy holiday season; it's hard to believe that it's that time of year again! 2012 has flown by and we are very excited to welcome 2013 and all the exciting plans that are in the works. I wanted to express my gratitude once more to our amazing members and volunteers who were vital to our annual conference being such a success! It truly serves as a highlight of the year and an example of what talented members we have.

2012 – 2013 GOALS:

1. Increase membership with diversified representation by implementing strategic membership development plan.
2. Improve automation of conference-related (registration/tracking) processes related to vendors, sponsors and guests. Create a platform that clearly outlines sponsorship opportunities and improves communication to potential conference participants.
3. Identify volunteer opportunities and implement strategies to increase membership involvement.
4. Co-host reception at SoACE for employers and potential members.

I would also like to thank all the FCPA Board Members for a dedicated year of service. Our Winter Board Meeting will be taking place January 18th at the Wyndham Lake Buena Vista Resort. If there are any issues that you would like to bring to the board's attention, please let me know. The input of our members is valued and appreciated. Finally, I would like to wish everyone a safe and happy holiday season. I hope you all have a chance to recharge your batteries and get ready for another busy spring semester.

- Jennifer 



Featured Articles

FCPA Conference Updates	2
2013 Conference Committees	3
2013 Conference Programming Update	4
President's Council	4
2013 FCPA Awards	5
2013 Membership Drive	9
UWF's Industry-Focused	10

Treasurer's Report

Lisette Guillen-Dolby

Our current balance, as of August 31, 2012, SunTrust statement, stands at \$17,335. 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.



FCPA Conference Updates: Finding Magic in the Moment

June 19-21, 2013, Wyndham Lake Buena Vista, WALT DISNEY WORLD® Resort

As we approach the holidays, I think about how fitting it is that the theme of our FCPA annual conference in 2013 is *Finding Magic in the Moment*. Many of us find magic moments this time of year in sharing a meal with friends and family, gift giving and receiving, or simply having time to relax at home. Beyond the holidays however, as career services and human resources professionals, we both *create* and *find* magical moments in our everyday work- from receiving the unexpected thank you card, the compliment from your supervisor, and the activities and initiatives you create that you KNOW are successful. We will come together in June, at our annual conference, to further create and find magic.

I don't know about you, but I believe FCPA has an established history of not only putting on a top-notch conference, but selecting top-notch properties as our venue. You can expect nothing less at this year's conference! Join your colleagues at the beautiful Wyndham Lake Buena Vista (www.wyndhamlakebuenavista.com) in the Walt Disney World resort. After looking at several properties, we believe that this resort will combine the convention services and amenities we need with just the right amount of fun (where else would you find a staff title of "Director of Fun"?). Did I mention that we're in walking distance from Downtown Disney? We have again negotiated an *unbelievable* special rate of \$79.00 (plus a discounted \$10.00 resort fee) for three days prior and post conference, in case you might want to combine business with pleasure.

Although it might be difficult to think about summer plans during the holiday season, it is not too early to make your hotel reservation. Our negotiated rate is only available until May 20, 2012, and we did sell-out our room block in 2011. Reservations can be made by calling the Wyndham Reservations Department at (800) 624-4109. ***In order to receive our low nightly rate and discounted resort fee, callers must identify themselves as being with Florida Career Professionals Association Summer Conference.*** Online conference registration will be available in the Spring- stay tuned!!!

Also, the FCPA conference webpage, www.fl-cpa.org/annual-conference, is always available to provide you with conference information.

I look forward to seeing you in June!

Tracy Joinson, FCPA Vice President and Conference Chair



FCPA 2013 Conference Committees

Tracy Joinson, FCPA Vice President and Conference Chair

Serving on a conference committee is a great way to get involved in the organization and establish relationships with colleagues state-wide. We still need volunteers for some committees!

Contact Tracy Joinson, Conference Chair, at vice.president@fl-cpa.org if you are interested.

Programs & Speakers

- Megan Waldeck (chair) – Florida State University
- Adam DeRosa – Broward College
- Heather Engelking – University of Central Florida
- Odalys Simmons – Lake Sumter Community College
- Valerie Kielmovitch – Embry Riddle Aeronautical University
- Sandy Jakubow – Florida Atlantic University

Recreation/Entertainment

- Charlie Rodriguez (chair) – Enterprise Holdings
- Volunteer needed (1)

Door Prizes

- Dean Walters (chair) – Enterprise Holdings
- Vertrilla Hunt – Valencia College

President's Council

- Delicia Lewis (chair) – Florida Institute of Technology
- Volunteer needed (1)

Evaluations

- Arin Baynard (chair) – Seminole State College

Registration

- Robin Kazmarek (co-chair) – Stetson University
- John Sheehy (co-chair) – Stetson University
- Volunteers needed (4)

Photography

- Alicia Smyth (chair) – Embry Riddle Aeronautical University

New Member Orientation

- Kwanza Caffie (chair) – University of Florida

Awards

- Mark Colvenbach (chair) – University of Tampa

Exhibitors/Vendors

- Kim Edwards (co-chair) - Saint Leo University
- Cathy Wise (co-chair) - Saint Leo University
- Andrea Bealler - Valencia College

On-Site Logistics

- Volunteers needed (2)

Thank you so much to our 2013 conference committee chairs & volunteers!

Conference Programming Update

Megan Waldeck, FCPA Professional Development Director and Conference Program & Speakers Chair

We are excited to be gearing up for 2013 annual conference! Our members are what make FCPA great; take this opportunity to share your research and best practices with your colleagues around the state! Tell us how you find “Magic in the Moment”:

- Did you have any new successful programs, partnerships, or outreach efforts?
- Have you done any research on trends in career services or recruiting?
- Do you have a new work/life balance model?
- Any advice on how to successfully manage students or staff?
- Suggestions for new technology to use or improving your visibility on social media networks?

Submit your program idea for a conference breakout session. You can find the submission form at <http://www.fl-cpa.org/assets/docs/conference/fcpa%20program%20proposal%20form%202013.pdf>, or under the “FCPA News” box on the main page of the FCPA website (www.fl-cpa.org). In order for the form to work properly, you will need to have the latest version of Adobe Reader (free) installed on your computer. Please let me know if you have any issues with the proposal form. Fill out the form and click the Submit button (located in the top right corner) and it will be sent to Megan Waldeck. **The deadline for program proposals is March 4, 2013.**

NEW – The top rated program from the 2013 annual conference will have to opportunity to present their program in a webinar in the fall of 2013, AND the lead presenter will receive FREE conference registration for the 2014 FCPA Conference!

Congratulations to our highest rated program presenters from the 2012 annual conference, Dona Gaynor and Erin Minta of Florida Institute of Technology! Their breakout session, “People, Purpose, Peace: A Formula for Managing Stress” received rave reviews from all who attended.

Keep a look-out for a webinar presentation of another highly rated program from the 2012 annual conference in early February. More details will be coming soon!

President’s Council Announcement

Tracy Joinson, FCPA Vice President and Conference Chair

The [President's Council](#) needs your financial support! Our conferences would not be as enjoyable as they are without this additional support. Please visit the FCPA website for information on how you can contribute to the success of the 2013 Conference by making a donation or sponsoring a conference event. If you are unable to sponsor, you now have the opportunity to purchase a half page advertisement in the conference program for \$500. Please contact Delicia Lewis at dlewis@fit.edu.

2013 FCPA Awards

Mark Colvenbach, FCPA Past President

The highlight of any FCPA Conference is recognizing members and their accomplishments both within the industry as well as their contribution to FCPA. A committee of peers reviews nominations in each of the categories below. We had a great number of nominees this past year in Naples and look for even more this year. The nomination deadline is April 5, 2013.

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

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.

Please start thinking now about outstanding students who should be recognized and fellow FCPA members who should be considered for the Brownlee and New Member Award. I would especially like to encourage everyone to give serious thought to the Brownlee Award, which is our highest recognition of professionalism and service to FCPA. One of my goals this year as Chair of the Awards Committee is to have several outstanding nominations for all these award categories.

More information about all the awards, including applications, is available on the FCPA website. Please feel free to contact me directly (mcolvenbach@ut.edu or 813-253-6236) if you have any questions about the FCPA awards process.

FCPA's 2013 Membership Drive is Now Underway

Ommy Pearson, FCPA Secretary

The FCPA membership renewal period is now open for 2013. Current members can renew their membership by logging on to their FCPA account (<http://flcpa.memberclicks.net>), powered by MemberClicks (2012 memberships expire January 1, 2013). In addition to membership management, MemberClicks also offers features such as exclusive members-only content, discussion boards, email listservs and a social networking platform to enhance your membership experience.

FCPA provides professional networking with Florida-wide visibility, enhances professional development through leadership opportunities, delivers updates on Florida workforce initiatives and trends, and promotes recruitment resources and strategies. Some other advantages include:

- Access to a fully searchable member directory, discussion forums, and our exclusive online social community through our online Member's Only section.
- Attend an annual conference that offers specialized training and showcases "best practices" for HR and college career professionals with cost effective membership options for large and small organizations.
- Access to the member directory, events, news, and more through the FCPA MemberClicks Mobile App for Apple devices.
- *Connection*, FCPA's electronic newsletter designed to keep you informed of Florida workforce initiatives and trends.
- Publicize your career fair and recruiting event dates state-wide and stay connected to your colleagues and recruiting professionals throughout the state of Florida.
- Network with professionals through a state regional group of over 250 career development and human resource professionals.
- Broadcast job openings in your office for either career services professionals or college recruiting positions free of charge.
- Employer Spotlight feature allows you to showcase your organization to members at no cost during the annual conference held in June.
- Professional development initiatives - workshops - webinars

A reminder of membership rates:

- Individual Membership: \$50/yr
- Standard Institutional Membership: \$150/yr (includes up to 4 members)
- Unlimited Institutional Membership: \$250/yr (unlimited number of individuals within an organization)
- Graduate Student Membership: \$25/yr
- Affiliate Membership: \$50/yr

For questions about your membership, please contact Ommy Pearson, FCPA Secretary, at secretary@fl-cpa.org. If you have technical issues with the MemberClicks system, please contact Alicia Smyth, FCPA Information Management Director, at info.manager@fl-cpa.org.

University of West Florida Increases Participation with Industry-Focused Career Expos

Nathan Ford, University of West Florida



In 2011, the University of West Florida (UWF) Career Services team knew that the comprehensive Career Fair had reached a plateau. The attendance numbers for employer and students, despite considerable university enrollment growth remained similar from 2006 – 2010. The “Fairs” were held in a relatively updated Conference Center. The location was convenient, but not a popular destination for students. In the Fall Semester of 2011, only 35 employers visited the Fall 2011 Career and Graduate School Expo and 141 students participated. It was the same story. Low student attendance continued to yield a moderate satisfaction with employers. Moderate satisfaction resulted in employers questioning their return on their investment. Each semester, new employers would need to be developed. The practice had to change – it was Career Services that had to create something new.

A trend throughout the country and even within the state is the development of smaller, intimate, industry specific recruiting events. Understanding our student body and the geography of the UWF Campus suggested that such events would work at UWF. The campus at UWF is quite “spread out” and students may only visit their specific

Centers or Schools throughout their day. New construction on campus had also encouraged this behavior. The 95,000 square foot School of Science and Engineering was the gem on campus when it was completed Spring Semester 2010, featuring large, open study areas and labs, and a café. The College of Business was also developing a Center using similar themes. Almost immediately it seemed as if there was a potential answer to a location issue. Remarkably, most of employers who had been recruiting at UWF were seeking technical and marketing and management students. Seeing these places as new student hubs to campus that matched industry needs, discussions with faculty, Deans, and Directors began.

Three events were planned for Fall 2012 – UWF Graduate and Professional School Expo, the Marketing and Management Career Expo, and the Engineering and Technology Career Expo. The Marketing and Management event was held during the Grand Opening of the new College of Business Education Center. The Engineering and Technology Career Expo was held in the School of Science and Engineering. The strategic events allowed for strategic marketing to employers and professional schools. Professional associations, local and regional, were targeted and many long term partnerships developed. 54 employers and professional schools attended these events this past Fall Semester (54% increase from Fall 2011).

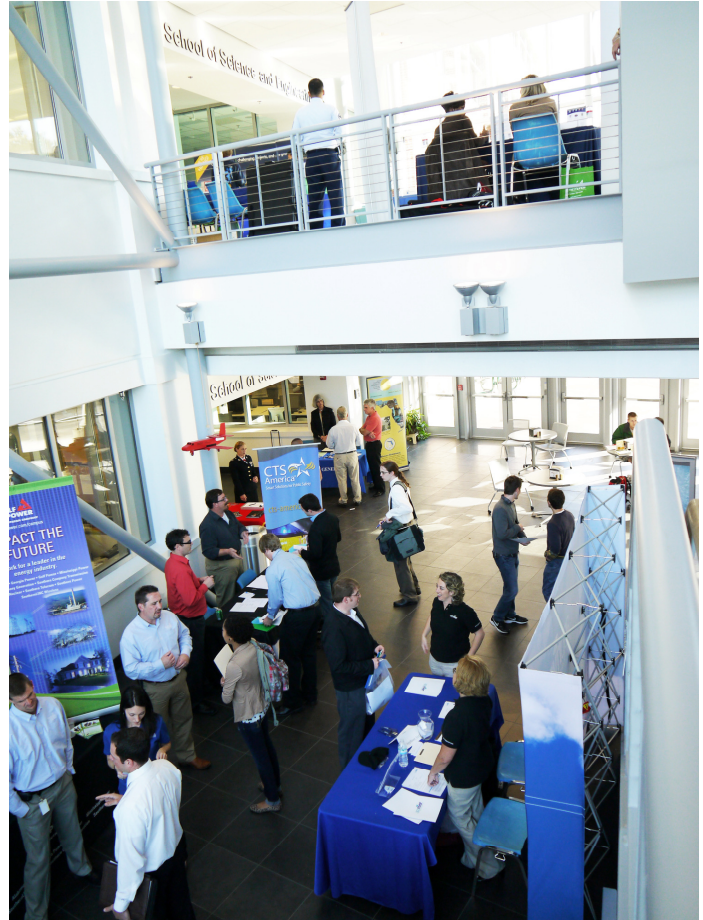
Hosting a career recruiting event in an academic building brought challenges. For instance, temporary storage for new, nearly unused furniture in the College of Business was secured where employer tables could be hauled in on new carpet. Simply having the buzz in the building before and during the event was completely worth it. Previous Career Fairs showed that there was very low faculty or department notification to students of our comprehensive events (19% of students heard about the 2012 Career Expo through faculty). In contrast, almost 30% of the students heard about the Marketing and Management Expo from Professors and 34% recall getting notification from their Department. For the three Fall 2012, over 346 students participated. It may seem small, but that’s a 145% increase in attendance.

Continued

UWF Targeted Career Fairs, *continued from page 7*

Planning targeted events for students also seemed to assist in advancing targeted preparation for students. Weeks leading up to the events, the Career Planning team for Career Services planned on-the-spot services for preparing and reminding students of the events on location. For the Marketing and Management Career Expo, only 13% students had not utilized one of the services provided by UWF Career Services to prepare for the event. In contrast, 22% of the students attending the Spring 2012 Comprehensive Career Fair had not used services provided in preparing for the event. Our department recognized that developing strategic events can also assist in developing strategic career education and outreach. The increase of prepared students may be an indicator that outreach efforts by the Career Planning team in Career Services had some success.

One indicator of success that is hard to measure should also be mentioned. The events held at UWF in Fall 2012 just felt different. Smiling faculty were taking pictures with cell phones. Employers were cheerfully overwhelmed with lines of students. When packing up in the early evening from the events, the Career Services staff recognized that there was no longer a plateau. Planning for future events are underway and the potential for future events allow for more flexibility, featuring industries that are thriving.



Season's Greetings



2012-2013 Board

President

Jennifer Zeigler, Enterprise Holdings
president@fl-cpa.org

Vice President

Tracy Joinson, Palm Beach State College
vice.president@fl-cpa.org

Secretary

Ommy Pearson, Lake-Sumter Community College
secretary@fl-cpa.org

Treasurer

Lisette Guillen-Dolby, Seminole State College
treasurer@fl-cpa.org

Past President

Mark Colvenbach, The University of Tampa
past.president@fl-cpa.org

Professional Development Director

Megan Waldeck, Florida State University
prof.dev@fl-cpa.org

Information Management Director

Alicia Smyth, Embry-Riddle Aeronautical University
info.manager@fl-cpa.org

Membership Development Director

Kwanza Caffie, University of Florida
member.dir@fl-cpa.org

Employer Member

Grissel Rivera, Verizon
emp.member2@fl-cpa.org

Employer Member

Open

State University Member

Sandy Jakubow, Florida Atlantic University
state.univ.member@fl-cpa.org

Community/State College Member

Open

Private College/University Member

Delicia Lewis, Florida Institute of Technology
private.univ.member@fl-cpa.org

Submit Content for the Next *Connection*!

Make your mark by submitting an article or announcement to be included in the Spring 2013 issue!

Share best practices, new ideas, and general articles related to our profession, as well as any announcements you have regarding career progressions, job changes, awards, etc.

The deadline for submission for the Spring 2013 edition is Friday, March 29, 2013. Please send content to Alicia Smyth, Information Management Director, at info.manager@fl-cpa.org for consideration.

