

# CONNECTION

KEEPING FLORIDA FIRST

2013 FALL/WINTER EDITION

## Message from the President

*Tracy Joinson, 2013-2014 FCPA President*

Happy holiday season to all. After a very busy, but great, fall semester, I am betting we are all looking forward to some time-off, I know I am. Before your thoughts turn to *all things holiday*, please allow me to share the latest and greatest of FCPA.

I won't steal our conference chair's thunder, by providing details about the annual conference this coming June, but I will admit that for some reason, I am unusually excited about it. Maybe it's because I've seen Delicia Lewis in action at our past conferences making appearances as Beyoncé, karaoke performer extraordinaire, etc. I just know it's going to be fun. See her article for details.

The first half of the FCPA year has been very busy. We have formed a new standing committee, the *Communication & Outreach Committee*, which is being co-chaired by Tara Stevenson from Flagler College, and Stacy Lanigan from Lynn University. Thanks to both of them for providing leadership and thank you to all the committee members (Mayra Hoffman, Arin Baynard, Ashley Inman, Emily Ferraro, Claire Kilbourne, Sarabeth Varriano, and V'Rhaniku Haynes) for your interest and enthusiasm in taking FCPA the next level! I am certain we will be hearing from the group in the coming months.

Hopefully you are all aware that FCPA formed a partnership this year with the College Employment Research Institute at Michigan State University as part of our effort to add to your member benefits. For those of you who assisted with the survey project, thank you. *All members* will have access to the Florida-specific data in January through the FCPA website.

At the board meeting this past June, we set our goals for the current year:

- Increase membership with emphasis on employer membership
- Create a pre-conference program to enhance professional development opportunities for members
- Create a Communications Committee to improve the communication and engagement with members
- Explore possible name change of FCPA
- Create a balanced budget for FY 2013-14

Although all of the goals take significant time and effort to accomplish, you may have taken special note of #4 in particular. A possible name change is simply



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## FCPA Conference Update: Ready, Set, Grow...Quality Connections

June 18-20, 2014, Hilton Melbourne Beach Oceanfront

*Delicia Lewis, FCPA Vice President and Conference Chair*

This is your Vice President Delicia Lewis, a.k.a. Beyoncé, looking for all the single (and taken) ladies and gentlemen. Come have some fun in the sun with me for the FCPA Conference 2014, which will be located at the [Hilton Melbourne Beach Oceanfront](#) in Melbourne Beach, FL. This year's theme is Ready, Set, Grow...Quality Connections. I'm so excited to be planning this conference for an organization that I consider to be my extended family, and can't wait to have you all in my neck of the beach. I look forward to seeing many of you soon to start building on our quality connections. Thank you for allowing me to serve as your Vice President. Have a fun, safe, and happy holiday with your loved ones. Happy New Year!



More information is available at <http://www.fl-cpa.org/annual-conference>

## FCPA 2014 Conference Committees

*Delicia Lewis, 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 Delicia Lewis, Conference Chair, at [vice.president@fl-cpa.org](mailto:vice.president@fl-cpa.org) if you are interested in joining a committee.

### Programs & Speakers

- Megan Waldeck – Florida State University
- Andrea Bealler—Valencia College
- Mark Colvenbach—The University of Tampa
- Melissa Neider—Pepperdine University
- Valerie Kielmovitch – Embry Riddle Aero. University

### Recreation/Entertainment

- Volunteers needed (2-3)

### Door Prizes

- Emily Ferraro—Embry-Riddle Aero. University
- Tiana Tucker—University of Central Florida

### President's Council

- Robin Kazmarek – Stetson University
- Volunteer needed (1)

### Evaluations

- Arin Baynard (chair) – Seminole State College

### Exhibitors/Vendors

- Volunteers needed (3)

### On-Site Logistics

- Melissa Neider—Pepperdine University
- Volunteer needed (1)

### Registration

- Michelle Farquharson—Florida Institute of Tech.
- Jennifer Papoula—Valencia College
- Jessica Furlong—Flagler College
- Vanessa Dyer—Valencia College
- Volunteers needed (2)

### Photography

- Alicia Smyth– Embry Riddle Aero. University
- Jennifer Papoula—Valencia College

### New Member Orientation

- Heather Engelking—University of Central Florida
- Michele Groves—State College of Florida, Manatee-Sarasota
- Vanessa Dyer—Valencia College

### Awards

- Jennifer Zeigler—Enterprise Rent-A-Car
- Adam Derosa—Broward College
- Michele Groves—State College of Florida, Manatee-Sarasota

***Thank you so much to our 2014 conference committee chairs & volunteers!***

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## Message from the President, *continued*

exploratory at this point, however as FCPA approaches its 50<sup>th</sup> anniversary, it is important to examine whether the current name conveys our membership make-up and implies our purpose- at least generally. We will be looking for volunteers to form an ad-hoc committee after the first of the year. Broad representation will be important, so please consider joining as the group will examine all potential issues related to a name change and make a report/recommendation to the board.

As you can see, there's been a lot going on with our organization, and lots more to come even before we all get together in June for the annual conference. I hope you are all as excited as I am as we *Keep Florida First!*

## Conference Programming Update: Submit Your Breakout Session Proposal

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

We are excited to be gearing up for 2014 annual conference! Submit a program proposal and take the opportunity to share your ideas and best practices with your colleagues around the state:

- Did you have any new successful programs, partnerships, or outreach efforts?
- Have you done any research on trends in recruiting or career services?
- 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](#) here, or under the “FCPA Announcements” section of the [FCPA website](#). 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 7, 2014.**

### Breakout Spotlight

Remember that the top rated program from the 2014 annual conference will have to opportunity to present their program in a webinar in the fall of 2014, AND the lead presenter will receive FREE conference registration for the 2015 FCPA Conference. Congratulations to our highest rated program presenters from the 2013 annual conference, Sheila Hood and Jessica Burns Fugate from The University of Tampa!

### Other Opportunities

There are a lot of ways to get involved at the annual conference. The Programs Committee will be looking for volunteers to be **program proposal reviewers**, to serve as **Room Hosts**, and to moderate **Roundtable Sessions**. Email [prof.dev@fl-cpa.org](mailto:prof.dev@fl-cpa.org) if you are interested in any of these opportunities.

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## President’s Council Announcement

*Delicia Lewis, 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 Robin Kazmarek at [rkazmare@stetson.edu](mailto:rkazmare@stetson.edu).

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## FCPA Now on Facebook

*Alicia Smyth, FCPA Information Management Director*



Thanks to Tara Stevenson, co-chair of the newly formed Communications & Outreach Committee, FCPA is now on Facebook! Like our page for conference and association announcements, useful career tips, networking and much more.

You can find FCPA’s Facebook page at <https://www.facebook.com/FloridaCareerProfessionalsAssociation>. Like our page with your career center/company page and we will like you back and share pertinent posts with membership.

## **2014 FCPA Awards**

*Jennifer Zeigler, 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 Orlando and look for even more this year. The nomination deadline is April 4, 2014.

### ***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 Jennifer Zeigler at [past.president@fl-cpa.org](mailto:past.president@fl-cpa.org) if you have any questions about the FCPA awards process.

## FCPA's 2014 Membership Renewal Time is Here!

*Ommy Pearson, FCPA Secretary*

The FCPA membership renewal period is now open for 2014. Current members can renew their membership by logging on to their FCPA account (<http://flcpa.memberclicks.net>), powered by MemberClicks. Please note that 2013 memberships will expire on January 1, 2014.

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 .
- 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](mailto: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](mailto:info.manager@fl-cpa.org).

## UCF Career Services Takes the Lead—Ready Room

*Kathleen Rancourt, Coordinator, Career Education & Technology, University of Central Florida*

On Oct 3rd, UCF Career Services offered a new initiative at the already popular Career Expo – The Ready Room. This year we had approximately 1700 students and over 200 employers who attended the Career Expo. Career Services spends a lot of time prior to the event providing programs and services to help prepare our students to meet employers. In addition to current programs and services, we implemented a new approach this Fall by hosting a **Ready Room**. The Ready Room provided an opportunity for students to get immediate feedback and coaching prior to meeting with employers.

*"I'm so glad this was available. It is such a valuable resource and made me feel more confident in myself and ready for the career fair." – UCF student*

*"This was a great addition to the job fair. It allowed students to not only prep, but release nervous energy before meeting with employers. Very satisfying!" - UCF student*

The Ready Room had four stations.

1. **How Do I Look?** Students stood in front of a mirror and were able to get their business suits critiqued. Scissors, safety pins and bobby pins were all on hand for last minute fixes. Students were very appreciative for the helpful suggestions on how to dress to impress at future expos and interviews. It was great to see how open students were to getting feedback; some students were literally dashing through the turn-style and asking "How do I look?"
2. **Picture Perfect** - Students were dressed and looking sharp for their LinkedIn profile photograph. They were very excited to be able to replace their casual photo for a professional one. It was also a great opportunity to educate students on LinkedIn as a powerful networking tool. This was such a popular station that students who were not able to take their photo before the career expo made sure to return after the expo to have their photo taken.
3. **Google Employers** –Some students are often unaware of the importance of researching employers prior to attending a career expo. Students were offered a work station with laptops and practical guidance on how to research employers. Having knowledge of the companies they were interested in meeting was valued by both students and employers.
4. **Practice Run** - This station was definitely a hit. Students were able to practice maintaining eye contact, a firm handshake, a smile and a strong introduction. Students had the chance to work one-on-one with a career professional to try out their pitch. Not only was this great practice, but also a great confidence booster.

We were excited about this new initiative, but were not expecting such a great turnout. We had almost 500 students come through the Ready Room and the student feedback was overwhelmingly positive. After visiting the Ready Room, students were asked to complete feed-back evaluations. Over 200 evaluations were collected and one hundred percent of students indicated they would recommend the Ready Room to other students.

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## Treasurer's Report

*Lisette Guillen-Dolby, FCPA Treasurer*

Our current balance, as of November 30, 2013, SunTrust statement stands at \$20,467.

Please be reminded that this does not include our \$10,026 in Business Money Market and our SunTrust Certificate of Deposit (CD) for \$20,667.

**Book Review: *Employer Relations and Recruitment: An Essential Part of the Postsecondary Career Services*. Myrna P. Hoover, Janet G. Lenz, and Jeffrey W. Garis. Oklahoma: National Career Development Association, 2013. 14 pp.**

*Tim Harding, Associate Dean of Career Development, The University of Tampa*

Higher Education institutions are under the microscope to demonstrate students' return on investment for their attained degrees. Included in that assessment is student success in realizing their career goals. Career Services offices rightfully focus on career education and job search strategies and preparations with their constituent students. The authors of this monograph rightfully remind us of the importance of strategic employer development that results in meaningful partnerships, sponsorships, and effective talent recruitment.

A helpful review of employer relations history and evolution over the past several decades provides a context for developing a comprehensive and effective employer development strategies that aligns with an ever changing world of work and economy that is in flux. A thoughtful treatment is provided for approaches, programs, marketing strategies, event coordination, fundraising, technological support, and program assessment no matter what the number of staff or size of the institution.

In just a few pages, the authors provide not just a approach to employer relations but practical examples that include sample job descriptions, event checklists, report charts, staff performance review forms, employer evaluation examples, miscellaneous printed and electronic ads, and much more that are a part of an information packed Appendix.

The authors stress the importance of having a dynamic program with a final chapter that provides insight into future employment relations issues and trends including topics such as accountability, internships, distance learning, recruiting trends and social media.

This monograph is a must for any new Career Services professional. As a veteran of over 20 years of Career Services experience, I also found it thought provoking and inspiring for new ideas, approaches, and strategies. As I add this book to my library, I am confident that I will often refer to it's practical resources while developing and assessing an effective employer relations program.

Editor's Note: For more information on how to purchase *Employer Relations and Recruitment: An Essential Part of the Postsecondary Career Services*, please visit the NCDA website: [www.ncda.org](http://www.ncda.org)



*Happy New Year and  
best wishes for happiness,  
success and good health in  
the coming year!*

## E-mail Communication...It Works!

*Sarabeth Varriano, Coordinator, University of West Florida Career Services*

*Rex Wade, Coordinator, University of West Florida Career Services*

UWF Career Services has tried many different communication avenues to push out information to our students. Recently we have revamped our monthly *Career News* newsletter. We realized it is not just the students who need information, but the faculty too. We took our audiences into account and created a student and separate faculty version of the newsletter.

This past summer, we established all the topics we would cover throughout the year, including major events, and created monthly themes for our newsletter. We use our faculty liaison model to send out news and updates in three different versions corresponding to UWF's three academic colleges. The *Faculty Career News* includes information about upcoming events, resources our faculty can use to help their students, metrics of how many students from each college are utilizing our services, and a short (150 words) article that goes along with the theme. The student *Career News* includes a short themed article, upcoming events, reminders about deadlines, and some recent job opportunities they can find through our CSO product.

To date we are delighted to be receiving positive feedback. We now have students e-mailing our office asking for more information about events or to schedule appointments. Before we started this new process we used to send out a weekly e-minder that only listed job/intern/volunteer opportunities to students that took hours to create and saw little to no return on our time and efforts. We can infer that students like the educational articles and the new simple layout, the reduction in frequency can make the *Career News* seem more valuable. Switching the newsletter to monthly has garnered wonderful results, and we can see our efforts reaching far beyond what we hoped for.

We administer a survey at all of our major events. One of the questions we ask is "How did you hear about this event?" Students listed *Career News* as number one (24.8% average among 5 events) and emails from faculty members as the second leading marketing tool (20.7% average among 5 events). Recently, we have reached out to faculty via email about specific events and asked them to forward it on to students. We like to think of these emails as mini PR packages. Faculties interact with students on a daily basis and reach them more often than we can. As a result, we share information with faculty so they can become advocates for our office.

EVENT	Career News	Academic Dept.
<i>How did you hear about this event?</i>		E-mail
<b>Part Time Job Fair</b>	19.8%	2.3%
<b>Business Career Expo</b>	15.4%	26.9%
<b>Professional &amp; Graduate School Expo</b>	5.3%	26.3%
<b>Engineering &amp; Technology Expo</b>	20%	28%
<b>Careers In: Healthcare</b>	64%	20%

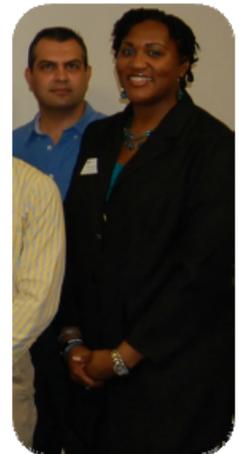
We are looking forward to growing this communication process and are excited to explore new ways to measure its success.

## Student Success Celebration

*Delicia Lewis, Assistant Director, Florida Institute of Technology Office of Career Management Services*

The Office of Career Management Services at Florida Tech just held the second Student Success Celebration to honor students who have completed a job/internship/co-op from Summer 2013 to Fall 2013 (dates could vary) and/or have a job already set for them upon graduating in December 2013. During the first of these events, which occurred in Spring 2013, the Office of Career Management Services was looking for students with the same criteria but for Summer 2012 through Spring 2013.

This celebration, although for the students, helped the department with assessment. The students were able to enjoy light refreshments and have a chance to win great prizes in a raffle. The Office of Career Management Services hopes to continue this activity for many semesters to come.



## 2013-2014 Board

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## Submit Content for the Next *Connection!*

Make your mark by submitting an article or announcement to be included in the newly redesigned Spring 2014 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 2014 edition is Monday, March 31, 2014. Please send content to Alicia Smyth, Information Management Director, at [info.manager@fl-cpa.org](mailto:info.manager@fl-cpa.org) for consideration.

