

# CONNECTION

KEEPING FLORIDA FIRST

2014 SPRING EDITION

## Message from the President

*Tracy Joinson, 2013-2014 FCPA President*

Hello FCPA members. I hope this edition of *Connection* finds everyone well. I won't take much of your time, but I want to let everyone know that we are making great progress towards accomplishing this year's goals thanks to the efforts of many. I will report accomplishments and specifics at the annual Business Luncheon in June.

On a different and I think *VERY* exciting note, I don't know how many of you are aware, but next year is FCPA's 50<sup>th</sup> anniversary. What a wonderful occasion to celebrate the organization and our profession. More info to come on that after this year's annual conference.

As promised, I will keep this (very) short as I am sure you are eager to read on about conference developments and other items our members are up to.

I look forward to seeing everyone in June!

- Tracy 



#FCPA14

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## 2015: A HISTORIC occasion for FCPA

**Come to the 2014 Annual Conference to find out where we will be celebrating our 2015 HISTORIC conference.**

**Any guesses?**



## FCPA Conference Overview

*June 18-20, 2014 at the Hilton Melbourne Oceanfront Hotel, Melbourne, FL*

Delicia Lewis, FCPA Vice President and Conference Chair

I can't believe that our annual conference is less than 2 months away so if you haven't done so, register today at <http://www.fl-cpa.org/conference>. Hotel space has filled up so be sure to book your room at the Radisson Suite Hotel Oceanfront (<http://www.radisson.com/melbourne-hotel-fl-32903/melbourn>) which is located next door to the Hilton; closer and more convenient than the DoubleTree. The theme for this year's conference is *Ready, Set, Grow...Quality Connections!* I know we all can learn a lot more on how to start and grow a quality connection, not only with another career professional, but with the students and employers we engage with on a day to day basis. The location for this conference will be at the beautiful Hilton Melbourne Beach Oceanfront Hotel located in Melbourne, FL and as always, this conference will offer the opportunity for professional development and networking in a fun and relaxing environment.

One of FCPA's goals this year was to hold a pre-conference workshop. Towards that effort, we are having a FREE pre-conference workshop focused on community/state colleges in Florida (although *all* are welcome). The session will include **TWO** 45-minute presentations as well as an opportunity for attendees to network with colleagues from around the state. *You **DO NOT** need to register for the FCPA Conference to attend this session.* The two speakers will be Warren May and Mildred Coyne.

Warren May will be presenting information on how career centers can access and use the Labor Market Statistics generated by the Florida Department of Economic Opportunity.

Mildred Coyne will be presenting on the critical role of the career center in the rollout of "meta-majors" in the Florida College System, highlighting how this is occurring at Broward College.

### *One more thing:*

The annual conference is not possible without donations to the President's Council. If you are looking for a way to highlight your organization AND support FCPA, look no further! 100% of your donation supports the conference. Please contact Robin Kazmarek, our President's Council Chair at [rkazmare@stetson.edu](mailto:rkazmare@stetson.edu).

Thank you to all my committee volunteers. Without you, this conference will not be as successful. I will see you all in June!

Delicia Lewis  
FCPA Vice President & Conference Chair



## Conference Programming Update

Megan Waldeck, FCPA Professional Development Director

I'm excited to see you all at the conference! From breakout sessions, to roundtable discussions, to our keynote speakers, we've got a great programming lineup for June.

If you haven't seen the earlier updates, we've got some excellent keynote speakers locked in! **Daniel Seddiqui**, who you may have seen on CNN, the Today Show, Fox News, BBC, NPR, the Wall Street Journal, or a variety of other news outlets, will be joining us as our opening keynote speaker! Daniel is known as the *World's Most Ambitious Job Seeker*, yet has been named by USA Today as the *Most Rejected Person in the World*. After failing over 40+ consecutive job interviews and sending out 18,000 emails to find a job after college graduation, he embraced 5,000 more rejections with his new goal of "Living the Map" by finding and working 50 Jobs in 50 States. Daniel will be sharing his experiences and talking to us about Working With Purpose. He will also be doing a breakout session on Turning Rejection into Opportunity.

Our closing keynote speaker is none other than **Captain Winston E. Scott**, USN-Ret is a former NASA astronaut. Captain Scott has also served as a Professor, a Vice President of Student Affairs, an Associate Dean, and now as the Senior Vice President for External Relations & Economic Development at FIT. His journey to the stars is a testament to the power of perseverance and vision. He will be using his career history to educate us on how he made quality connections.

### **Volunteers Still Needed!**

The Programs Committee is still looking for Roundtable Discussion facilitators! If you have a topic you are interested in discussing with your fellow FCPA members, this is a great chance for you to get some new ideas! Email Valerie Kielmovitch at [kielmovv@erau.edu](mailto:kielmovv@erau.edu). We are also still looking for Room Hosts! This is a perfect way for new and current members to get involved while still attending our fantastic breakout sessions. Contact Megan Waldeck at [prof.dev@fl-cpa.org](mailto:prof.dev@fl-cpa.org) if you are interested in serving as a Room Host.

Stay tuned for more updates as the conference draws nearer!

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## Tweet the Conference: Make Quality Connections, Win Prizes

Alicia Smyth, FCPA Information Management Director

Twitter has proven to be a great way for FCPA members to share key takeaways from breakout sessions, keep colleagues back home abreast of conference happenings (including up to the minute news on the winners of the Brownlee Leadership, New Member, and Student of the Year Awards), show everyone how much fun we are having and most importantly, make quality connections with colleagues. Get ready by creating your Twitter account and start following [@flcpa\\_tweets](https://twitter.com/flcpa_tweets).

Prizes will be awarded at the closing banquet to the individual who posts the most tweets using the #FCPA14 hashtag during the conference and the person who posts the tweet that is retweeted the most.

See all #FCPA14 tweets in one place by visiting <http://twubs.com/FCPA14> and start tweeting the conference today!



**2014 State College Summit**  
**Sponsored by the Florida Career Professionals Association**  
**Wednesday, June 18<sup>th</sup> from 10am-12pm**  
**Hilton Melbourne Beach Oceanfront**

This **FREE** pre-conference workshop will be focused on community/state colleges in Florida. The session will include **TWO** 45-minute presentations as well as an opportunity for attendees to network with colleagues from around the state. *You **DO NOT** need to register for the FCPA Conference to attend this session.*

The speakers will be:

Warren May  
Economic Manager  
Information Delivery and Analysis  
Labor Market Statistics  
Department of Economic Opportunity

Mildred G. Coyne  
Associate Vice President, Career & Technical Education  
Broward College

Warren May will be presenting information on how career centers can access and use the Labor Market Statistics generated by the Florida Department of Economic Opportunity.

Mildred Coyne will be presenting on the critical role of the career center in the rollout of “meta-majors” in the Florida College System, highlighting how this is occurring at Broward College.

The networking session will be hosted by the Florida Colleges Career Services Consortium and will continue during their breakout session later in the conference.

To register for this **FREE** pre-conference workshop, please visit <http://tinyurl.com/lm55hm6>. For more information, contact Adam DeRosa at [aderosa@broward.edu](mailto:aderosa@broward.edu).



## Support the 2014 Annual Conference—Give to the President’s Council

Robin Kazmarek, FCPA Private College Member/President’s Council Chair

The 2014 annual conference is less than two months away and we are excited to spend three days with you in beautiful Melbourne, FL. Over the years, FCPA leadership has worked extremely hard to provide outstanding conference venues and speakers while remaining fiscally strong. We appreciate that budgets are stretched very thin at this point in the year, but we hope you will consider supporting FCPA and the conference through a donation to the President’s Council.

Many of you have already generously contributed to the President’s Council and we thank you! To date, we have secured over \$6,000 and are still in conversation about additional funds. All contributions go directly to the conference and make a difference. If you or your organization is interested in being involved with this year’s conference and looking for ways to engage, please consider supporting the President’s Council. This is an excellent way to showcase your organization to all FCPA members and help further advance the association.

For more information on how you can become a President’s Council Sponsor, please visit the FCPA website: <http://www.fl-cpa.org/presidents-council> or contact Robin Kazmarek at [rkazmare@stetson.edu](mailto:rkazmare@stetson.edu).

Thank you for your continued dedication and support of FCPA!

Silver Level	Gold Level	Platinum Level	President’s Level
\$100 to \$499	\$500 to \$999	\$1000 to \$1999	\$2000 and up
<ul style="list-style-type: none"> <li>Organization name on the FCPA website</li> <li>Organization name listed in the conference program and post-conference newsletter</li> <li>Organization name on President’s Council signage at conference</li> </ul>	<ul style="list-style-type: none"> <li>Organization logo on the FCPA website</li> <li>Organization name listed in the conference program and post-conference newsletter</li> <li>Organization name on President’s Council signage at conference</li> </ul>	<ul style="list-style-type: none"> <li>Organization logo on FCPA website</li> <li>Organization name listed in the conference program and post-conference newsletter</li> <li>Recognition as a sponsor, including signage, at the conference event of your choice</li> <li>Organization name on President’s Council signage at conference</li> </ul>	<ul style="list-style-type: none"> <li>One full conference registration (\$275 value)</li> <li>Full page ad (black and white) in conference program and post-conference newsletter</li> <li>Recognition as a sponsor, including signage, at the conference event of your choice</li> <li>Organization logo on FCPA website</li> <li>Organization name on President’s Council signage at conference</li> </ul>

## A Message from the Communications and Outreach Committee

It may seem as though our group has been quiet this semester, however we have silently accomplished so much as we work towards improving communication and engagement with FCPA members! We gathered useful data from the responses we received to the Communications preference survey sent out recently. See the results below:

- **“Professional development”** is the winner of “What information would you like communicated to FCPA members” with the most votes, **“best practices”** came in a close second, while **“annual conference information”** and **“job announcements”** tie for third. However, the other categories had a respectful amount of interest.
- It was clear that **email** is still the #1 preference in terms of way to communicate
- Most respondents are on many different social media outlets with **LinkedIn** being #1 and **Facebook** a close 2<sup>nd</sup>
- 66% of respondents reported they read the FCPA newsletter, **Connection**. The rating of the newsletter was all over the place with the majority rating it 8 out of 10 (10 being “excellent”)
- Finally, it looks like **LinkedIn** is the social media outlet members prefer to receive information from FCPA on vs. other social media outlets

If you would like to see the full report, contact Stacy Lanigan at [slanigan@lynn.edu](mailto:slanigan@lynn.edu) and she will email you the results.

If you are interested and have a talent for communication and/or an interest in honing your outreach skills, please consider joining the Communication and Outreach Committee. For more information contact the committee co-chairs, Tara Stevenson ([tstevenson@flagler.edu](mailto:tstevenson@flagler.edu)) or Stacy Lanigan ([slanigan@lynn.edu](mailto:slanigan@lynn.edu))

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## Photogs Wanted!

Alicia Smyth, FCPA Information Management Director/Chair, Photography

If you have a phone with a camera (or an actual camera), you can help us document the 2014 Annual Conference! To officially join the Photography Committee, please send an email to [info.manager@fl-cpa.org](mailto:info.manager@fl-cpa.org).

Regardless of whether you are on the committee or not, we welcome your shots of the event: group photos of your team at the conference, pictures of you and your colleagues networking, pics of attendees at the reception and other fun conference events, photos of conference speakers during general sessions and breakout sessions...in other words, anything and everything!

To share pics, give Dropbox access or email to [info.manager@fl-cpa.org](mailto:info.manager@fl-cpa.org) or post to Twitter or Instagram with #FCPA14. We will post all photos in one album on the FCPA Community after the event, which is only accessible to current members via log-in.

If you have questions, please let me know.

## 2013-2014 Board

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

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vice.president@fl-cpa.org

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past.president@fl-cpa.org

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prof.dev@fl-cpa.org

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info.manager@fl-cpa.org

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Heather Engelking, Seminole State College  
member.dir@fl-cpa.org

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Edward Loo, U.S. Department of State  
emp.member1@fl-cpa.org

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**State University Member**

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

**Community/State College Member**

Adam DeRosa, Broward College  
comm-state.coll.member@fl-cpa.org

**Private College/University Member**

Robin Kazmarek, Stetson University  
private.univ.member@fl-cpa.org

## Submit Content for the Next *Connection!*

We want to hear from you! Make your mark by submitting an article or announcement to be included in the Summer 2014 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 2014 edition is Thursday, July 31. Be on the lookout for the Call for Articles email announcement with instructions on how to submit content.

