
FLORIDA CAREER PROFESSIONALS ASSOCIATION CONNECTION

KEEPING FLORIDA FIRST

WINTER 2007 EDITION

PRESIDENT'S MESSAGE

DONA GAYNOR – PRESIDENT

Greetings! I hope the fall semester has gone well for everyone. It has been a very active recruiting season keeping both our college and employer members very busy. Your FCPA Board of Directors has also been busy with some ambitious projects designed to improve our services to you – the FCPA member.

The board met August 1-2 at our 2008 Conference site, the Naples Grande Resort. We were very impressed with the resort. It is a gorgeous hotel and it is going to be a wonderful location for our conference. Ray Rogers and his committee are hard at work planning a conference that will be fun and informative while making the most of the beautiful Southwest Florida surroundings. A conference update is included later in this newsletter. I would like to encourage everyone, especially newer members, to consider becoming a conference volunteer. It's a great way to meet new people and to get more involved with FCPA.

During the meeting, the board finalized the following goals for the coming year:

1. To begin the process of incorporating FCPA as a non-profit corporation and to seek tax exempt status from the IRS. This will bring FCPA into legal compliance as an organization and should save money in future conference expenditures. In conjunction with this process, the board is also considering changing the fiscal year to better reflect when we do business and for reporting purposes.
2. Increase membership. Sandy Jakubow and her membership committee are targeting employer membership but are also looking at community colleges and other areas where we can increase FCPA membership.
3. Review the current membership categories that are stated in the Constitution to ensure they reflect the needs of current and prospective members.
4. Revise the student awards process. Laurie Ragsdale and the student awards committee are working on changes in both the number of awards given and the process of nominating students. In addition to changes in the student awards, a committee headed up by Dee Dee Gatch, is also looking at creating a new award to recognize new professionals in the organization.
5. Review board member job descriptions and duties.

In addition, the board voted to implement an online payment process that will make payment for membership, conference registration, and President's Council much more convenient for our members. A committee led by Lindsey Katherine, Information Manager, is working diligently on this process and I appreciate their efforts. Since Lindsey was very busy with this project, Brooks Hoffmann, our newest board member, offered to assist with the newsletter. I'd like to thank Brooks for stepping in to help.

I'd also like to thank all the FCPA Board members for their service and dedication. I think this is the first year since I've been on the board where we have not had a mid-year resignation in an important board position. Continuity is important to not only provide excellent service to our members but also to develop leadership in FCPA. Dee Dee Gatch and Mike Tooke worked hard on succession planning during their terms as President and Past-President and they were successful in providing a solid foundation to build for the future.

Our next Board of Directors meeting is scheduled for January 17 & 18. Andrea Koegel is hosting us at the Enterprise Rent-A-Car offices in Orlando. 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.

Sincerely,

Dona Gaynor





FCPA IS ON TRACK

2007 FCPA ANNUAL CONFERENCE EVALUATION RESULTS

TRACY JOHNSON

2007 FCPA CONFERENCE EVALUATIONS COMMITTEE

Based on the feedback received, it seems the 2007 annual conference was in fact **ON TRACK!** There were 127 college and employer participants and 10 vendors attending this year's conference. We received 106 completed on-line evaluations, which is an 83.5% response rate. Of the 106 members who completed the evaluation form, 78 were college members (82%), 17 (18%) employer members, and 11 (10%) did not indicate their membership.

The evaluation form was divided into five categories followed by a section of open-ended questions. Participants were asked to rank items on a scale of 1 to 5, with 1 indicating "poor" and "5" being excellent.

All of the conference information and logistics were rated above a 4.0, with the hotel and on-site check-in topping the rankings. All meals received an overall ranking above 4.0 as well (the favorite being the full breakfast with a score of 4.71). For program offerings, the new conference addition, *Best Practices Showcase*, received an average score of 4.39. Although Scott Christopher was the overall conference favorite (4.92), the opening speaker, Ray Angle, did receive a very high overall score of 4.62. Of the twelve breakout sessions offered, eight scored above a 4.0, and four scored between 3.06 – 3.96. Favorites included: "*Changing Legal Times in the Fast Lane*", "*How do we know if the work we're doing is On Track?*", and "*Rev-up with a sneak peak at an employer online selection process*".



Based on these evaluations, this was a very successful conference; the fact that almost all rated items were scored above a 4.0 on a 1-5 scale is outstanding. The comments generally reflected this fact as well. Congratulations to Dona Gaynor and the entire conference planning committee on a job well done.



TREASURER'S REPORT

ANDREA KOEGEL, TREASURER

All checks from the 2007 FCPA conference registration have been deposited and payments for conference expenses have cleared. As a result, the current balance in FCPA's SunTrust account as reflected in the October, 2007 statement is: \$30,058. By way of comparison, our November, 2006 balance was \$20,062.13!

Thanks to the 2007 Conference Committee for organizing a very cost effective and productive event!



NEW MEMBERS

Currently, FCPA is 290 members strong; we are truly **KEEPING FLORIDA FIRST.**

Please join us in welcoming our two newest members:

- ▶ Patricia Montalbano, Mid Florida Tech
- ▶ Sandra Colville, Pensacola Junior College



2008 CONFERENCE UPDATE

RAY ROGERS – VICE PRESIDENT & 2008 CONFERENCE CHAIR

**KEEPING FLORIDA FIRST:
LEVERAGING STRATEGIC ALLIANCES – FCPA 2008
JUNE 18 – 20, 2008
NAPLES GRAND BEACH RESORT
NAPLES FLORIDA**

While FCPA's annual conference is still many months away, planning for this summer's annual meeting actually started early last spring when the site selection committee began visiting potential conference sites, deciding upon the Naples Grande Beach Resort in Naples, Florida. We have visited the site twice since last spring and each time were very impressed with the quality of service and hospitality, premium room accommodations and the beautiful showcasing of one of Florida's most attractive beachside resorts. While the conference site alone does not make a successful conference, the backdrop of the Naples Grande and the natural beach line that lies beyond will definitely contribute to making the 2008 conference a memorable event. (See Inset FCPA 2008 Conference Site)



The Conference Committee is in place and already hard at work planning exciting activities, programs, educational offerings, networking opportunities and a few surprises that have become the hallmark of our summer conferences. I would like to thank all of those who so eagerly stepped up and volunteered to take on a leadership role. As an all volunteer association, FCPA is fortunate to have such a talented pool of members to call upon who so willingly donate their time. Many of the committees are still in need of volunteers so please consider becoming an active part of this year's conference by contacting one of the committee chairs or myself to find out more about how you can support the 2008 event. (See Inset 2008 Conference Committee)



The theme for this year's conference, Keeping Florida First: Leveraging Strategic Alliances, takes its cue from our mission to build Florida's work force by strengthening our partnership as educators and employers within the greater communities we serve. Centering on our unique role, this year's conference will showcase opportunities to capitalize upon our many and diverse partnerships with allies who too are stakeholders in our mission. The success of our work relies upon our ability to leverage our alliances with numerous strategic partners including faculty, students, alumni, employers, community and government entities, and many others. Our keynote speakers will focus on short and long term recruiting trends, both in the state and nationwide. A dedicated track of breakout sessions will accompany our keynotes' theme, showcasing best practices and program initiatives from our membership experienced in building and leveraging partnerships within and outside of their organizations.

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To that point, I am excited that many of you have already contacted me asking about program proposal submissions. If you have a successful program that you have designed and/or an effective partnership that you have developed in support of your work, we want to hear from you. We encourage you to share your knowledge and experience with your colleagues by presenting at the conference this summer. Program submission forms will be available on the FCPA website beginning next month and the deadline for program submission is March 3, 2008.

With a watchful eye on our conference budget and the ever rising conference costs, I would like to take a moment to ask all of you to consider contributing to this year's President's Council. As we all attend other professional conferences in our roles, I think you will agree that the received value of an FCPA conference is second to none. From the quality of our conference sites, included meals, educational sessions and keynote speakers, our summer conferences remain an unparalleled value. This is attributed to the 100% volunteer nature of our association as well as the continued success of the FCPA President's Council. Through our members' monetary donations, the President's Council monies defray many of the standard conference costs typically passed on to attendees through registration fees. Please consider making a donation to the 2008 President's Council. (See Inset *FCPA's Fiscal Fitness Depends on You!*)

There is much planning and work ahead for the conference committee and I am both honored and excited to be chairing this year's conference. Many more announcements will follow between now and the conference. Be on the lookout for informational updates, hotel reservation information and the opening of the online conference registration on the FCPA website and through our monthly email updates. I look forward to seeing all of you in Naples in June at what promises to be one of the most memorable conferences in FCPA's forty-three year history.



FCPA 2008 CONFERENCE SITE – NAPLES, FL NAPLES GRANDE BEACH RESORT



The contemporary style Naples Grande Beach Resort lies on 23 waterfront acres off of the Gulf Coast and provides immediate access to all that Naples has to offer. Some of you may be familiar with the former name of this resort--the Registry Resort and Club, which recently underwent a multi-million dollar renovation, providing us with one of the most beautiful facilities to ever host an FCPA conference.

The FCPA room rate for this year's conference is \$155 per night, inclusive of the resort fee providing free self-parking, unlimited local and 800 calls, unlimited tennis court time, use of the fitness center, daily newspaper, and use of the Clam Pass Beach lounge chairs. While conference registration itself will not be open until February, you may make room reservations at the Naples Grande beginning next month. Room reservation instructions will be made available on the FCPA website at that time.

In the meantime, I encourage you to take the virtual tour of the Naples Grande Beach Resort accessible through their website at www.naplesgranderesort.com.





2008 CONFERENCE COMMITTEE CHAIRS & VOLUNTEERS

PROGRAM

COMMITTEE

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Mark Colvenbach, Co-Chair
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Bill Blank
University of Central Florida

Elizabeth Boggs
Rollins College

Eric Hall
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Denise Irby
Enterprise Rent-A-Car

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Lake City Community College

Sheila Hood
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Marsha Sherman
University of Tampa

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Andrea Alfano
Webber International University

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Sandy Jakubow, Co-Chair
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Jane Colson – Chair
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FACILITY LOGISTICS

Sheila Hood, Chair
University of Tampa
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PHOTOGRAPHY

Brooks Hoffmann, Chair
SunTrust Bank
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VOLUNTEERING

IS A GREAT WAY TO GET INVOLVED IN FCPA!

Please contact one of the Committee Chairs or
Ray Rogers at rogers@rollins.edu to volunteer for the conference.

If you thought you volunteered and do not see your name, please contact us!



FCPA'S FISCAL FITNESS DEPENDS ON YOU!



Myrna Hoover ~ 2008 President's Council Chair

As a twenty-one year member of FCPA, I cannot begin to tell you how meaningful this organization, its members, and the annual conference are to my professional development. Maintaining high standards and quality conference programming enriches new and old members alike. In order to keep conference costs low and quality high, FCPA needs YOU!

President's Council monies along with your registration fees pay for speakers, entertainment, meals and many hotel/conference costs. In the next month, expect a request for your organizations continued financial support for our 2008 FCPA conference. Below is last year's council.

2007 President's Council Donors

President's Sponsor: \$2000 and above
Enterprise Rent-A-Car

Platinum: \$1,000 - 1,999
none

Gold: \$500 - 999
Colleges of Central Florida Career Consortium
Florida Institute of Technology
Florida State University
University of Central Florida
University of Florida

Silver: \$100 - 499
Eckerd College
Florida Atlantic University
HSBC
Manatee Community College
Rollins College
Seminole Community College
The University of Tampa
Webber International University

Bronze: up to \$99
none

Other Donations
Enterprise Rent-A-Car
Target

For those of you who could not join the council last year please consider some small level of support. Every contribution makes a difference.

If you would like any additional information about this opportunity, contact any of the President's Council committee: Myrna Hoover, mhoover@fsu.edu; Danielle Gosselin, dgosselin@admin.fsu.edu; or Elizabeth Farney, efarney@fit.edu.

I look forward to seeing you in Naples and thanking you personally for your support of FCPA.



**Thank
You!**

2008 FCPA AWARDS



The nomination deadline for all FCPA Awards is Friday, April 18, 2008.

The highlight of our annual FCPA conference is always the presentation of the awards. This year there are a few changes to announce. The Board of Directors met at the Naples Grande Resort in August and voted on one new award and a couple revisions to the Student of the Year Award. The links to these web pages (www.fl-cpa.org) will be updated and activated by mid January. So keep an eye on the conference web pages. A general informational update is provided here so you can all start thinking about students and fellow FCPA members that you would like to nominate for one of this year's awards. The overall goal has been to get more people to participate in the process and to streamline the required paper work.

Brownlee Leadership Award

No changes have been made to this process. 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 leadership qualities.

Student of the Year Award

The nominating process and eligibility have changed a little in order to make it easier to nominate an outstanding student. Eligible students will have worked with a current FCPA member during the past year and have demonstrated outstanding characteristics in the areas of internships, co-op and general student employment achievements. Over the past several years we've seen the number of student nominations steadily decline. We hope that these changes will encourage all of you to nominate one of those great students you've been working with. There will be one Student of the Year Award instead of three separate awards as in the past. The selected student will receive a plaque and a \$300 check. Watch the FCPA website for the nomination form and additional instructions and start thinking about who you're going to nominate. We're looking forward to receiving a record number of nominations this year!

New Member Award

This is a new award this year. The goal is to recognize a new member who has helped keep FCPA strong by volunteering for conference committees and/or special projects. Many of our new members volunteer their time and talent and we want to provide the opportunity to recognize their contributions. A letter of nomination submitted to the past president by the April 18 deadline is all that is needed. Nominations may be submitted by any current FCPA member. A panel of three judges will select the recipient. Anyone who has been a member for less than four years and served on projects and/or committees is eligible. Selection will be based on an evaluation of the type and quality of the new member's contribution to FCPA.

So start thinking about a fellow member you'd like to nominate for the New Member Award or the Brownlee Award. All of us know of an outstanding student who deserves to be recognized for their hard work and tenacity. One letter of nomination is all it takes to get your student or fellow member into the pool of candidates. If you have any questions please call or e-mail me at:

Dee Dee Gatch
Career Resource Center
Manatee Community College
gatchd@mccfl.edu
941-752-5337



2007-08 FCPA BOARD OF DIRECTORS

President

Dona Gaynor/Florida Institute of Technology
president@fl-cpa.org

Vice-President

Ray Rogers/Rollins College
vicepresident@fl-cpa.org

Treasurer

Andrea Koegel/Enterprise Rent-A-Car
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Secretary

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Past President

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Employer Representative

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Membership Representative

Sandy Jakubow/Florida Atlantic University

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Community College Representative

Laurie Ragsdale/Hillsborough Community College
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Information Manager

Lindsey Katherine/Florida State University
informationmanager@fl-cpa.org

MEMBERSHIP UPDATE

ANDREA ALFANO – SECRETARY

It's about that time of year again....time to renew your FCPA membership!

The FCPA membership year runs from January 1 – December 31. Membership renewal forms will be mailed to you in the coming weeks or you can access our 2008 Membership Form from our website at: <http://www.fl-cpa.org/join.html>.

Membership options include:

- Unlimited Institutional Membership \$250/year
Gives you the ability to include every member of your staff in FCPA!
- Group Membership \$150/year (up to 4 members)
Four members for the price of three!
- Individual Membership \$50/year
Intriguing professional development opportunities plus tons of fun!
- Graduate Student Membership \$25/year (must be full-time student)
Great learning and networking opportunity!

If you have any questions about our membership options please contact Andrea Alfano, FCPA Secretary, at secretary@fl-cpa.org or 863-638-2936.



**It is not too late to
join us in San Antonio at
The Hyatt Regency
San Antonio
On the Riverwalk
November 27-30, 2007
San Antonio, Texas**

EMPLOYEE RELATIONS

SIMPLIFY AND STREAMLINE EMPLOYEE RELATIONS



BRIAN MONTALVO
FLORIDA ATLANTIC UNIVERSITY

Over the past 30 years on-campus recruiting (OCR), job fairs, and co-op programs have seen massive innovative improvements. These programs have historically taken up the majority of staff resources. But not anymore!

The Career Development Center (CDC) at Florida Atlantic University- Boca Raton campus has figured out a way to streamline and simplify the employer relations side of career development. This streamlined approach has yielded one of the most successful recruiting years. Through the use of *Interfase* (CSO's automated career services databases) the FAU CDC is now able to set-up online recruiting schedules, generate resume referrals, have employers directly register online for career events, information sessions, and on-campus interviews. The streamlined system also enables them [FAU CDC] to heavily market all of their events through announcements and targeted e-mail blasts.

In collaboration with CSO, the Assistant Director for Technology at FAU's CDC was able to customize career events registration. The customized registration was piloted successfully this past fall during two major career fairs. The career fairs yielded the largest employer attendance with over 183 companies present! The management of information by CDC staff was simplified due to having employers create their own accounts and directly register for the career fair as well as generate their on-campus recruiting schedules. All accounts and data are carefully screened by the CDC staff. Employers (and students alike) prefer to go to one "menu" if you will, and "order" all the career services they need. After a successful OCR season and two major career events the CDC at FAU feels that streamlining is the way to go!

Informational guides are another unique and advantageous reason to streamline career services. FAU has recently begun to use informational guides for both employers and students. The guides are located within the "resource library" which can be viewed on *Interfase* as soon as a student and/or an employer signs-in. Career centers have the ability to personalize and modify the informational guides. The guides can include information on resume writing, interviewing, navigating the job search, Career Day tips... etc. On the other side, the informational guides for the employers are typically used to educate employers on services, and events the CDC offers, as well as a step-by-step tutorial on how to report a hiring.



In addition, FAU is a public university that serves students on seven campuses. By having online simplified resources, *Interfase* provides a one-stop shop amongst the CDC's at each of the partner campuses. This allows employers to receive consistent services and information.

Just to summarize, at FAU employers are now able to manage their *Interfase* account by scheduling OCRs, registering for career events, making donations, receiving student resumes, as well as receive informational guides on services, events, and hiring reporting procedures all from one system!

Special Contribution: Sandra Jakubow, Dawn Howard, James Watson & Elvy Rinaldy 



WWW.FL-CPA.ORG



CAREER FAIRS

WHEN YOUR CAREER FAIR IS SUCCESSFUL, YOUR STUDENTS WILL BE TOO

EMILY FOLEY & TIM HARDING
UNIVERSITY OF TAMPA

You want your students to be at an advantage when they look for jobs. You want them to get all the information they need, and be able to find it as effectively as possible. However, as we all know, it can sometimes be tricky to get students' attention – even when it comes to something as important as their futures. How do you hold a successful career fair, make the students know about it, and more importantly, that they know how to succeed at networking and presenting themselves when they get there?

I've found that a good strategy to promote career fairs is to use a variety of means to get the word out. You can't just blast the students with general emails because they don't have time to sift through all that information. Instead, we fashion job-specific emails and send them to students with corresponding majors. For instance, a Chemistry major will receive notifications of science and engineering job opportunities, while a Communications major will receive media-related ones. There's also a career fair administrative tool we use from our partner Experience, Inc., which allows us to send information to students with hyperlinks to employers registered for the career fair. eRecruiting, Experience's career services management application tailored for CSOs, has the complete database of employers we work with. Information is updated in real time, and the students have up-to-the-minute access to opportunities.



Naturally, we promote the career fairs on our website and in our newsletter, but our students themselves have proven to be a fantastic resource. The student government meetings, which are fairly well-attended, have a large screen with a power-point on loop listing all current campus event and upcoming opportunities. We make sure to get all of our updates on that list. In addition, this year we hired a student intern to do marketing work, and she has set up promotions to the students via MySpace and Facebook using messaging, groups and invitations – it's much more effective than having one of us keep up with all that! We also have successful co-sponsorships with some of our student organizations, ranging from the volunteer center and academic societies to some of the social Greek organizations.

Preparation is absolutely key to ensure students' success at career fairs, so we hold "How to Succeed at a Job Fair" workshops for them about a week before the fair. We also hold mock job fairs, wherein real employers will discuss their expectations of candidates and the students can role-play meeting with them. We don't spoon-feed them, but we want them to see the opportunities available to them and learn the best way to approach a job. The day of the fair, to give students the extra help and confidence boost, the career center staff offers a walk-in resume critique, open to all students. We've received great feedback from our students and our employers, and we've seen students land jobs and even had employers come back to schedule on-campus interviews.

Overall, I think we've seen that the best ways to hold a successful career fair are to keep current with information and different ways to reach students and, just as the students should be, to be prepared.



DO YOU HAVE SOMETHING TO SHARE?

The **CONNECTION** is a great way to communicate with fellow FCPA members! Please educate the membership on exciting new happenings in career services or recruiting by writing a brief article. In addition, please help any graduate students in your office become involved in our organization by encouraging them to submit an article.

Please email all submissions to Brooks Hoffmann, our current Employer Member-at-Large for the FCPA Board at memberemployer@fl-cpa.org.

Our submission deadline for the Spring Issue is **April 4, 2008**.

www.fl-cpa.org

