

FLORIDA GULF COAST UNIVERSITY

A stylized eagle logo in shades of green and blue, with several white arrows pointing right, set against a background of a grid of white plus signs. The eagle's head is on the right, and its wings are spread out. The arrows are of various sizes and are layered over the eagle and the grid.

CAREER DEVELOPMENT SERVICES
END-OF-YEAR REPORT
2012-13

SNAPSHOT

- ▶ A total of **116 career education sessions** were delivered (*61 sessions in classes, 25 sessions for student groups and 30 sessions to new students*).
- ▶ Angel/Canvas-based career modules were created for use in class, touching **110 students** in five Lutgert College of Business courses.
- ▶ Total number of students reached through faculty and campus collaborations: **3,443**.
- ▶ Sponsorship for the Etiquette Dinner was sought, resulting in **10 employer sponsors**, raising **\$4,093** to defray the cost of the dinner.
- ▶ Enterprise Holdings donated **\$3,000** to Career Development Services.
- ▶ Jobs and internships posted in College Central: **2,007**.
- ▶ Career advising appointment evaluations indicate students experienced an average **64% improvement** in their ability to handle the issue they came to discuss.
- ▶ Students rated advisors' helpfulness an average **4.95 on a 5-point scale**.
- ▶ **73%** of students found the career advising sessions exceeded their expectations.
- ▶ **5 FGCU courses** were taught or co-taught by CDS professional staff during the year.

CAREER ADVISING ▶ TOTAL INDIVIDUAL CAREER ADVISING APPOINTMENTS: 1,088

- ▶ **Most popular topics** (*In order of frequency*):
Resume review, Career choice/Major choice/Major change, Job search, Internship

Student Registration on College Central Network: (*Our Internship and Job Search Database*)

Academic Year	New student registrations	Number Increase/Decrease	Percent Increase/Decrease
2008-09	873	n/a	n/a
2009-10	1146	273	+31%
2010-11	1583	437	+38%
2011-12	2101	518	+33%
2012-13	2810	709	+34%

TECHNOLOGY

- ▶ Developed Career Materials Repository on Canvas for use by faculty members.
- ▶ Created a new CDS social media site on Pinterest for communicating career information to students.



CAREER EDUCATION ▶ TOTAL STUDENTS REACHED THROUGH CLASSROOMS: 2,306

▶ 61 Career Education Sessions:

- Lesson in Leadership
- School Counselors
- RHM Intro
- Intro to Engineering
- Sales Force Management
- RHM Internship Orientation
- Capital and Money Markets
- Human Resources
- English
- Social Work (BSW)
- Financial Policy
- Effective Learning Strategies
- Marine Science Senior Seminar (2 sessions)
- Water Resources capstone courses (2)
- Public Sector Economics
- Resort & Hospitality Management Senior Seminar
- English capstone (2)
- Effective Learning Strategies (8)
- Environmental Engineering Senior Seminar
- Professional Selling (2)
- Intro to Marketing
- Sociology capstone
- Social Work Senior Seminar
- Nursing Senior Seminar
- Communications Majors Senior Seminar (4)
- Communication Majors Senior seminar (4)
- Conservation Strategies (Env. Studies) (2)
- English Senior Seminar
- Scientific Method (2)
- Introduction to Business-Career Development
- Organizational Ethics and Values (Mgt. Majors) (2)
- HR Management (3)
- Professional Studies (Education Majors) (2)
- Psychology Senior Seminar
- Social Work Seminar (2)
- Effective Learning

▶ Courses taught/co-taught:

- Introduction to Business – 120 students (2 sections)
- Interviewing – 25 students
- Resort & Hospitality Management Internship course career modules – 67 students (2 semesters)
- Finance Seniors and Management Interns – 43 students (3 sections)
- Management and Marketing Internship career modules/meetings – 17 students

EMPLOYER RELATIONS ▶ TOTAL EMPLOYERS PARTICIPATING IN EVENTS: 101

- ▶ Developed new employer brochure
- ▶ **19% increase** in employer registrations on College Central Network

College Central Network Employer Registration:

Academic Year	Employer registrations	Percent Increase/Decrease
2008-09	439	n/a
2009-10	717	+63%
2010-11	600	-16%
2011-12	697	+16%
2012-13	826	+19%

PROGRAMS AND EVENTS

▶ TOTAL STUDENTS SERVED THROUGH PROGRAMS AND EVENTS: 2,115



Part-time Job and Internship Fair:
46 employers, 725 students



Peace Corps Information Session:
23 students



Law School Fair:
61 law schools, 125 students



On-campus interviews:
3 companies, 36 interviews



Law School Panel:
6 panelists, 15 students
(Collaboration with FGCU Alumni Assoc.)



Gartner Invasion Day:
25 students



Majors Fair:
546 students
(Collaboration with First Year Advising)



Employer Meet & Greet Sessions:
11 employers, 36 students



Etiquette Dinner:
11 employers, 65 students
and 20 alumni attended.
(Collaboration with FGCU Alumni Assoc.)



Prepare for the Fair Week:
8 employers, 20 mock interviews,
16 resume reviews
(Employers include Chico's, Gartner,
The News-Press Media Group, Northwestern
Mutual Financial Network, Source Interlink,
NewsBank, The US Army and Enterprise Holdings.)



Career and Internship Fair:
62 employers registered (Max. capacity)
274 students attended.

- Quick Tips for Turning the Career Fair into Career Success workshop: 20 students
- \$mart \$tart Salary Negotiations workshop: 25 students
- Dress For Success event: 20 students



Employer Information Tables:
5 employers, approximately 150 students
(Target, South Seas Island Resort, Alliance
Financial Group, Smart Books International,
The News-Press Media Group)

GRADUATING STUDENTS SURVEY RESULTS

(FGCU BACHELOR DEGREE CANDIDATES)

▶ QUESTION:

"How helpful were the services, events and resources offered by the Career Development Services in your career planning, professional development or job search?"

• The percentage of students completing the survey that indicated they had utilized at least one aspect of the services offered by Career Development Services during their time at FGCU.

	Fall 2011	Spring 2012	Fall 2012	Spring 2013
Extremely helpful	27%	17%	15%	24%
Very helpful	42%	32%	27%	34%
Somewhat helpful	21%	42%	46%	34%
Not very helpful	7%	6%	9%	5%
Not helpful	3%	3%	3%	3%
Utilization*	63%	68%	82%	83%

CAMPUS COMMUNITY COLLABORATIONS

▶ **Eagle View Orientations:** 30 presentations to students - approximately 750 students
15 parent presentations - approximately 1,500 parents

▶ **Career Presentations/Student Meetings:**

- Graduate Studies Reception
- Student Support Services
- Honors Grains of Hope
- Lutgert College of Business Open Office Hours
- Graduate Fair
- New Professionals Institute
- Spring Service Learning Involvement Fair
- Phi Alpha Delta Pre-law Chapter
- Student Athletes
- Biomedical Society
- North Lake Honors Resume
- Student Leadership Group
- Progaming Board
- Alumni Association – Graduate Fair participation
- Sigma Tau Delta
- First Year Advising
- Honors Professionalism Workshop
- Kappa Alpha Psi and RULES
- Student Government
- Leadership Summit
- Accounting Society
- Psychology Club

STUDENT LEARNING OUTCOMES SUMMARY 2012-13

Students were provided the opportunity to assess the outcomes of their individual advising sessions during the months of October 2012 and February 2013. Approximate response rate: **55%**

<i>Scale: 1 = Strongly Disagree, 5 = Strongly Agree</i>	MEAN
Career Advisor helpful	4.95
Gained new insight or skill	4.87

<i>Scale: 1 = Not Capable, 5 = Very Capable</i>	MEAN
Ability to handle issue prior to appt.	2.89
Ability to handle issue after appt.	4.74
Improvement	1.85
Percentage of Improvement	64%

Expectations	Frequency	Percentage
Exceeded	93	73%
Met	35	27%
Somewhat Met	0	0%
Not Met	0	0%

▶ **STUDENT COMMENTS:** *"Very kind, helpful and informative"* *"Great experience. I look forward to the next meeting"*

EMPLOYER EVALUATIONS

▶ **2012 PART-TIME JOB and INTERNSHIP FAIR**

	MEAN
Customer Service	3.8

Scale: 4 = Excellent, 3 = Good, 2 = Fair, 1 - Poor

EMPLOYER COMMENTS

"CDS is the BEST and has transformed our hiring process and we love attending."

"This was a great experience and an enjoyable day. Students were great! The event was very well-organized and worth our time."

CAREER DEVELOPMENT SERVICES STAFF

▶ Reid Lennertz | Director of Career Services



Serving as the Director since 2002, Reid had had the opportunity of building the career services operation "from the ground up." Before joining FGCU, Reid served as the General Manager of a Barnes & Noble bookstore as well as the Recreation Director at The Ritz-Carlton, Naples. Reid has a B.S. Degree

from Westfield State University and an MBA from Florida Gulf Coast University, and is currently pursuing a M.A. in Educational Leadership.

Reid is one of 34 career service directors who have successfully completed the 2011 National Association of Colleges and Employers (NACE) Training Program for reviewers to conduct external reviews based on the NACE Professional Standards for Colleges and Universities. Originally from the Boston area, he has lived in Naples since 1990.

Contact Reid at: rlennert@fgcu.edu or (239) 590-7960

▶ Diane Farrell | Assistant Director of Career Services



Diane Farrell holds her Bachelor of Arts in International Relations and her Master of Science in Counseling from San Francisco State University. She is also a National Certified Counselor (NCC). Prior to working at FGCU, Diane was Director of the Career Resource Center at University of the Pacific in Stockton, California.

She has worked in career services in higher education for over 15 years with expertise in career counseling, teaching, assessment, employer relations and program management. Diane also has worked as an international student advisor and as a corporate recruiter within the technology industry.

Contact Diane at: dfarrell@fgcu.edu or (239) 590-1356

▶ Amy Scott | Career Advisor/Training & Development Coordinator



Amy is an accomplished business professional with over twenty years of corporate marketing, management and training experience. She has been involved in a variety of activities at FGCU over the past three years, from serving as a guest speaker for the Lutgert College of Business, conducting workshops for

the SBDC, and mentoring FGCU students. Amy received her Bachelor of Arts Degrees in both Education and English Language & Literature from the University of Michigan. She is currently pursuing her M.A. in Educational Leadership at FGCU and will graduate from the program in Fall 2013.

Contact Amy at: ascott@fgcu.edu or (239) 590-7986

▶ Rita Giddens | Career Center Coordinator



Rita received her Bachelor of Applied Arts Degree in Recreation, Parks and Leisure Services from Central Michigan University. She has 10 years of experience in the hospitality industry, which most recently included being the Recreation Manager at the Lehigh Resort Club. While there she was able to

supervise and mentor a FGCU student who was completing her required field experience. This opportunity would ultimately lead to Rita's desire to transition her career from the hospitality field to working with students in higher education.

Contact Rita at: rgiddens@fgcu.edu or (239) 590-7926

Career Development Services, Cohen Center - First Floor, 10501 FGCU Blvd. S., Fort Myers, FL 33965-6565

(The Career Center is located next to the Eagle I.D. office)

Office Hours: Monday – Friday: 9 a.m. - 5 p.m. | **Phone:** (239) 590-7946 | **Email:** CareerCenter@fgcu.edu

Website: studentservices.fgcu.edu/careers