



CAREER DEVELOPMENT CENTER
DIVISION OF STUDENT AFFAIRS
Florida Atlantic University

Strategic Plan Goal 2

Meeting Statewide Professional and Workforce Needs

Presentation to the Board of Trustees

April 25th , 2007

Clarifying Options, Defining Potentials, Connecting You to the Future!

Review effectiveness of academic advisement and career planning services provided to undergraduate and graduate students and make recommendations for improvement and integration

2-4. Appoint a committee to make recommendations to raise awareness of and enhance the services of the Career Development Center

- Conducted a SWOT analysis
- Held a strategic planning staff retreat held at City Furniture's corporate headquarters
- Revisited Career Development Center mission statement
- Hired a marketing intern to develop publicity materials
- Created a PowerPoint presentation displayed on LCD plasma screen in Career Development Center
- Created Introduction to Career Development Center PowerPoint presentation



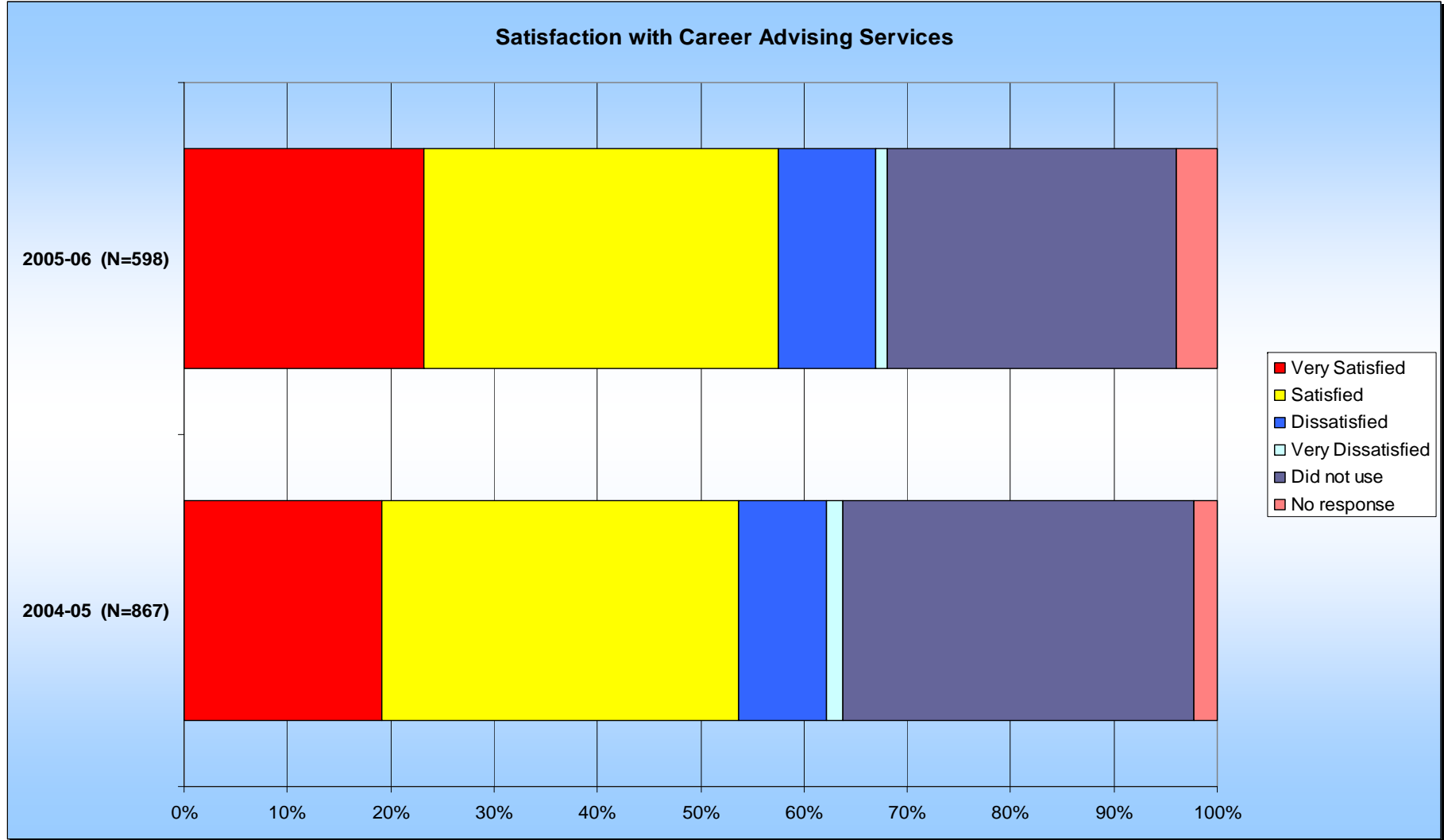
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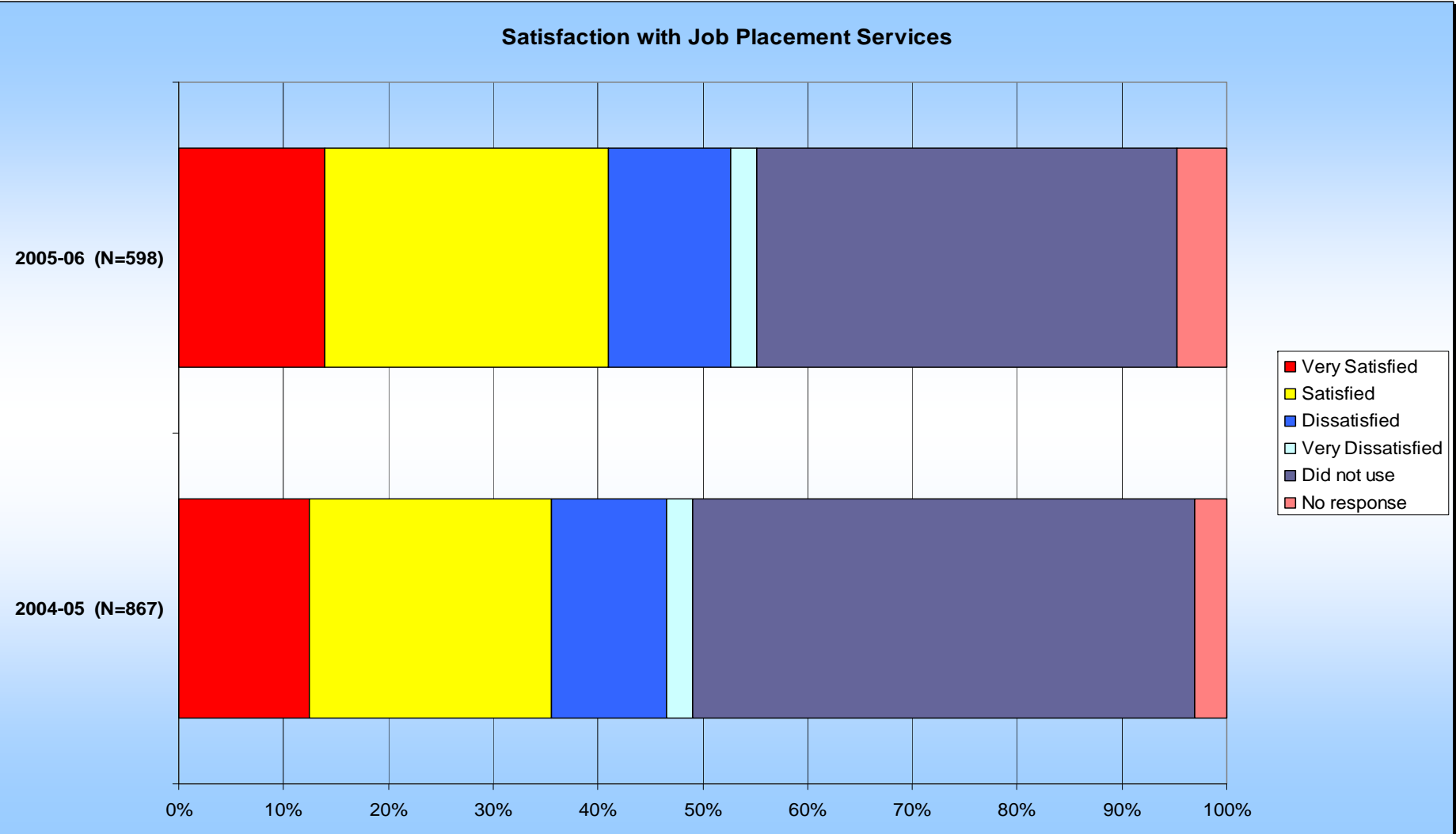
- Designed display board for use during outreach presentations
- Launched FAU's first Graduating Student Survey (Career Destination Survey)
- Launched the Graduate Student Career Survey
- Launched the Employer Recruiting Evaluation



Graduating Senior Survey



Graduating Senior Survey



Career Development Center Outreach

- Freshman and Transfer Orientations – Showcase of Services
- Graduate Student Orientation
- “Undeclared Majors Session” at Orientation
- Admission Open House Events
- College Open House Events
- High School Guidance Counselor Luncheon
- Presentation to area high schools
- Academic Advising Council
- Dean’s Executive Committees in the colleges
- Faculty Advisory Board
- Advisor Partnership Day
- Carnival of Majors Fair open to FAU H.S.



CAREER DEVELOPMENT CENTER
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Career Development Center Outreach

- Student Learning Strategies SLS:1503
- Satellite career advising office in Heritage Park Tower Residence Hall
- Satellite career advising office in the College of Engineering and Computer Science
- Presentations in the Residence Halls
- Classroom presentations
- Created new marketing pieces (event bookmarks, Career Update Newsletter, Keys to Success magazine, brochures)
- Keys to Success Event 2007



2-5. Establish an on-line survey to track FAU graduates in the workforce

The purpose of the Graduating Student Survey is to promote an accurate understanding of the immediate post-graduation plans of all (undergraduate to PhD) graduating FAU students and to provide data for career related issues.

Survey Administration

- The December 2006 graduation class received an email invitation to participate in the survey
- The CDC and the Registrar's Office posted the survey link on their web pages for graduating students
- The Provost sent a memorandum to faculty and staff announcing the survey
- The Registrar's Office mailed out a letter to students who filed for graduation to complete the survey
- The survey was "open" for 47 days



Preliminary Survey Results

Preliminary results from FAU's first Graduating Student Survey (Career Destination Survey) for the December 2006 graduates report:

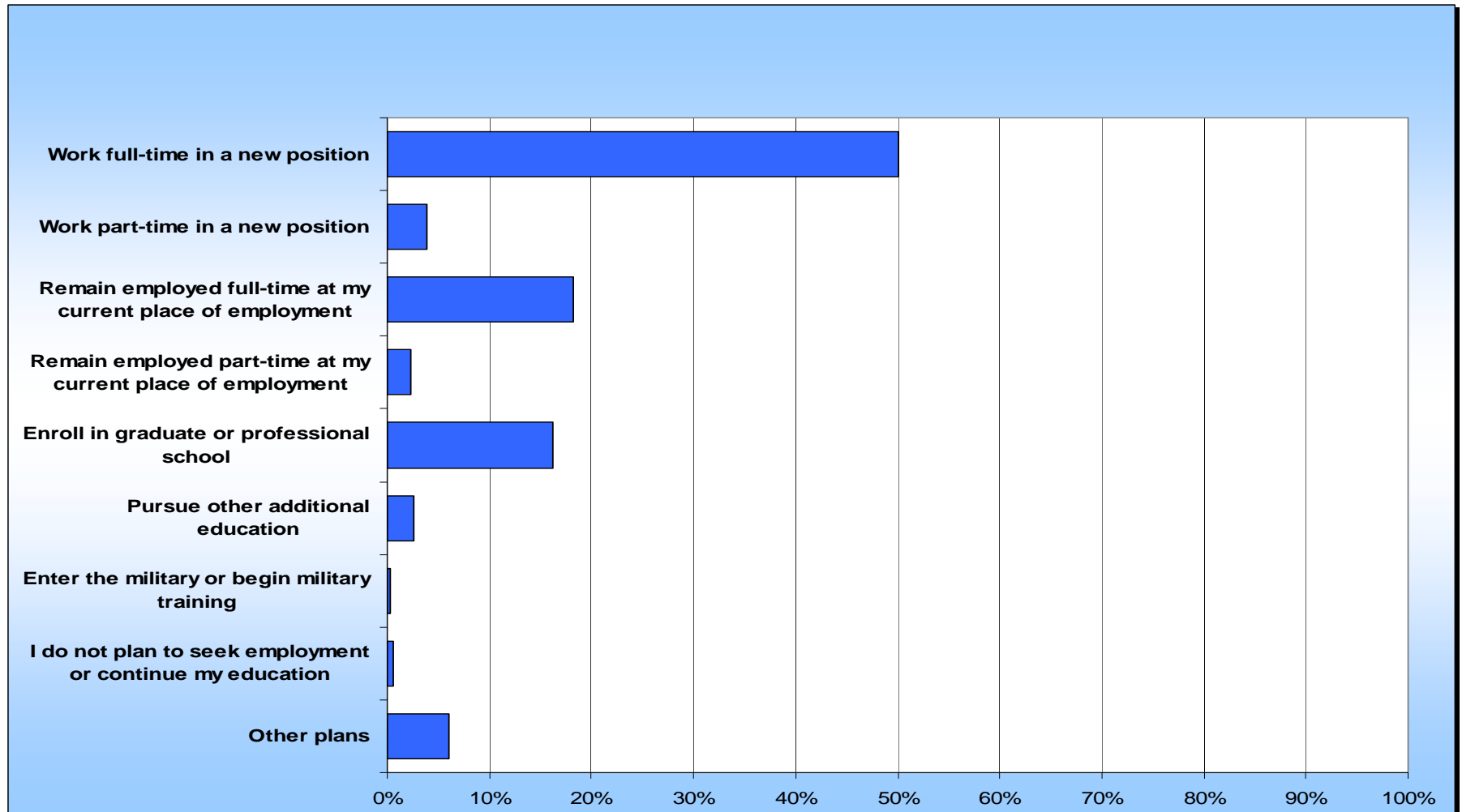
- 314 students responded to the survey
- Response rate was 16%
- **308** out of **314** December 2006 graduates provided permanent email addresses



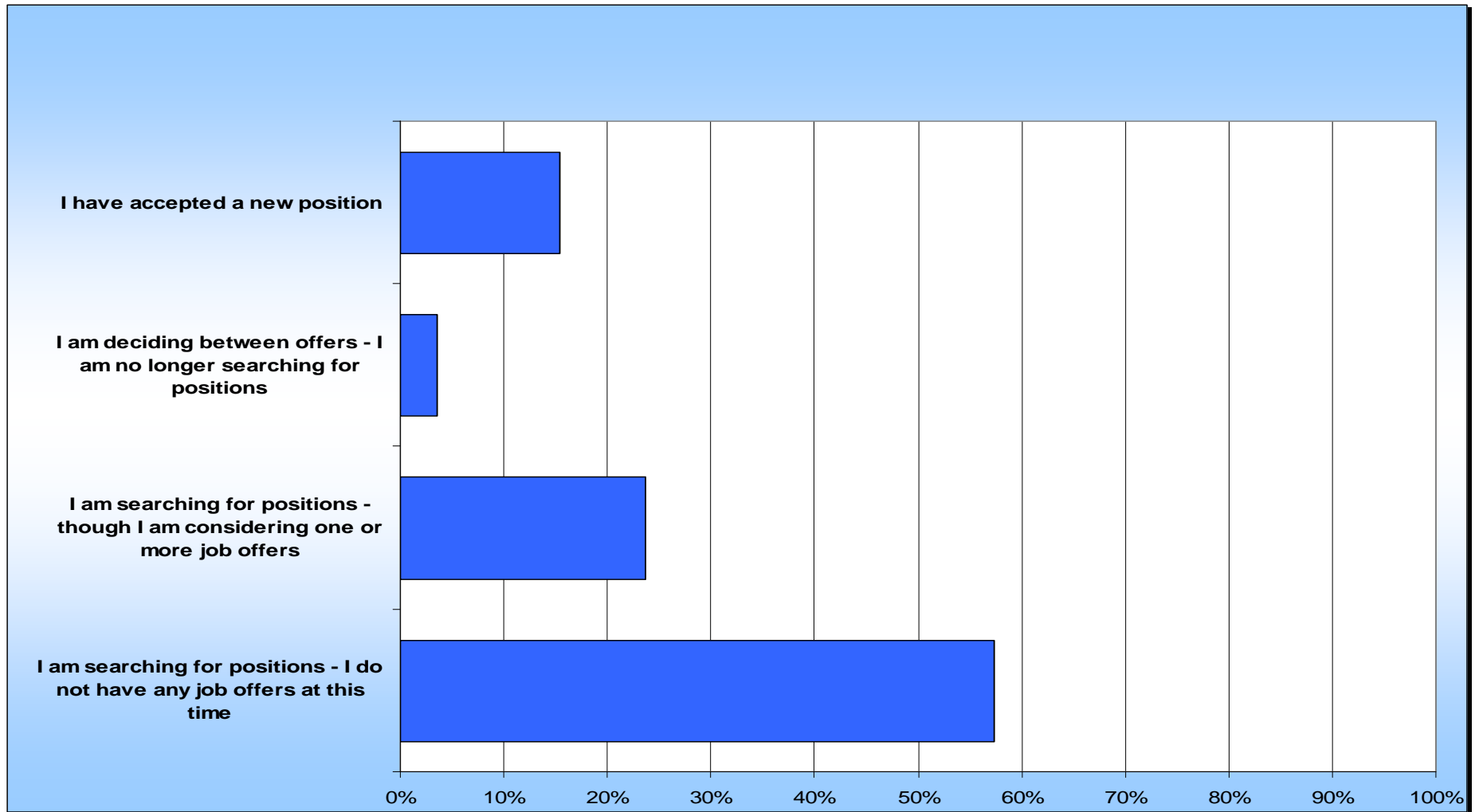
Immediate Plans After Completion of this Degree

December 2006 Graduates

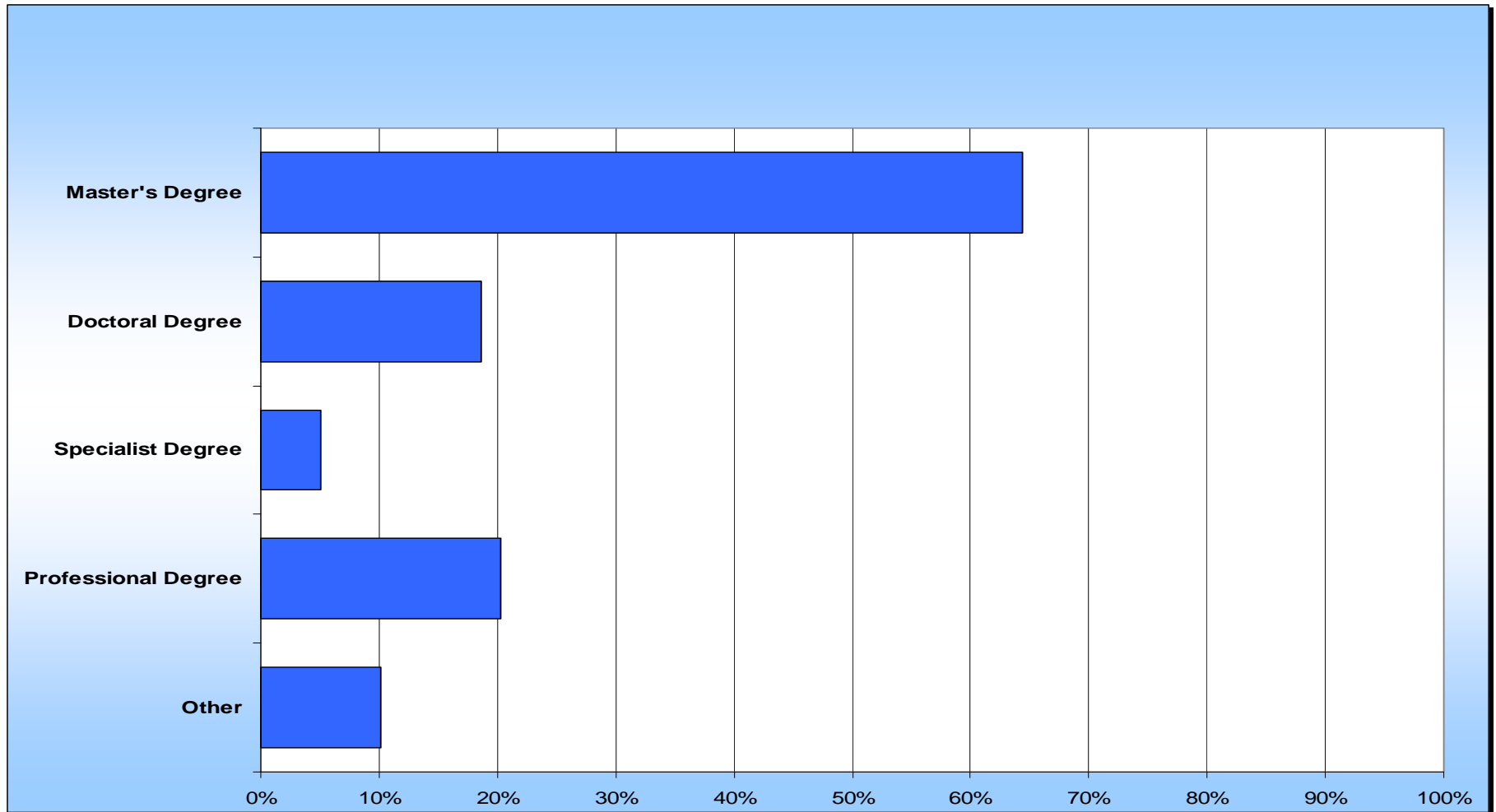
(n=314)



Job Search Status
December 2006 Graduates
(n=169)



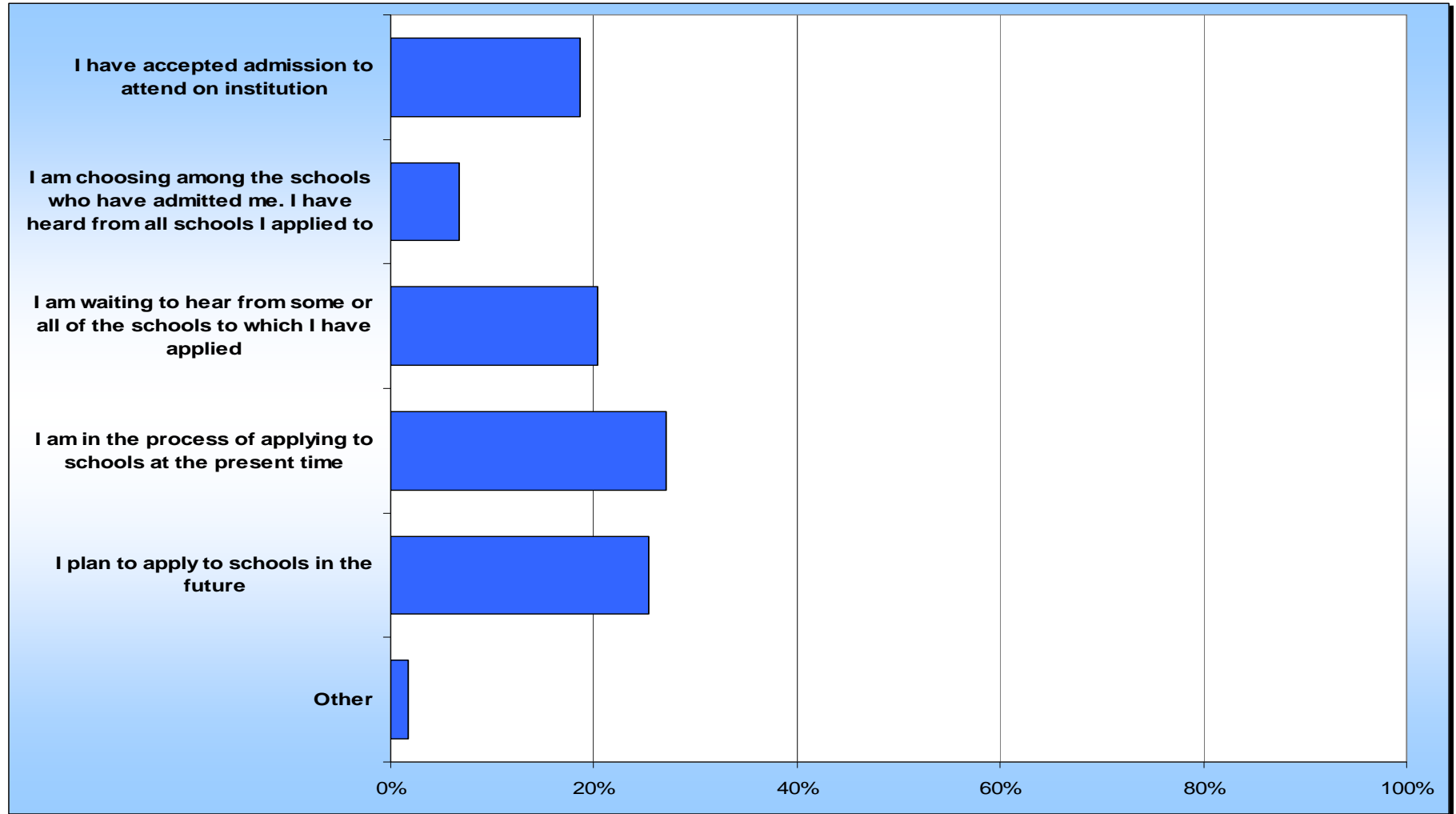
What type of Degree do you intend to pursue?
December 2006 Graduates
(n=59)



Application Status for Graduate/Professional School

December 2006 Graduates

(n=59)



Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

5-3. Expand current student internship and cooperative education programs across all colleges and campuses

- Established a Coordinator position to serve as liaison to the College of Engineering and Computer Science
- Trained partner campuses to implement Co-op Workshops
- Co-op Faculty Liaison meeting
- Implemented Interfase, online employment database
- Press release on FAU student recipients of the Co-op Student of the Year Award from Florida Career Professionals Association
- Classroom presentations



5-4. Establish regular conversations with local business and non-profit enterprises on the quality of critical and analytical thinking skills perceived and desired in FAU graduates

- On-Campus Recruiting Program
- Employer and faculty lunches
- Industry representatives at Faculty Advisory Board meeting
- CDC Employer Recruiting Survey
- Career Day Employer Evaluation
- Employer Focus Group



Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

- Employability skills workshops on:
 - Resume Writing, Interview Skills, Mastering a Job Search, Career Day 101: Marketing Yourself for the Career Fair, Applying to Graduate School, Co-op & Internships, Dress for Success, Salary Negotiation, On-campus Recruiting, Co-op Student Debriefing
 - Workshop offerings for Graduate Students include: Navigating the Academic Job Search, Designing a CV, Components of the Academic Application, Academic Interviewing and Salary Negotiation, Navigating the Non-Academic Job Search

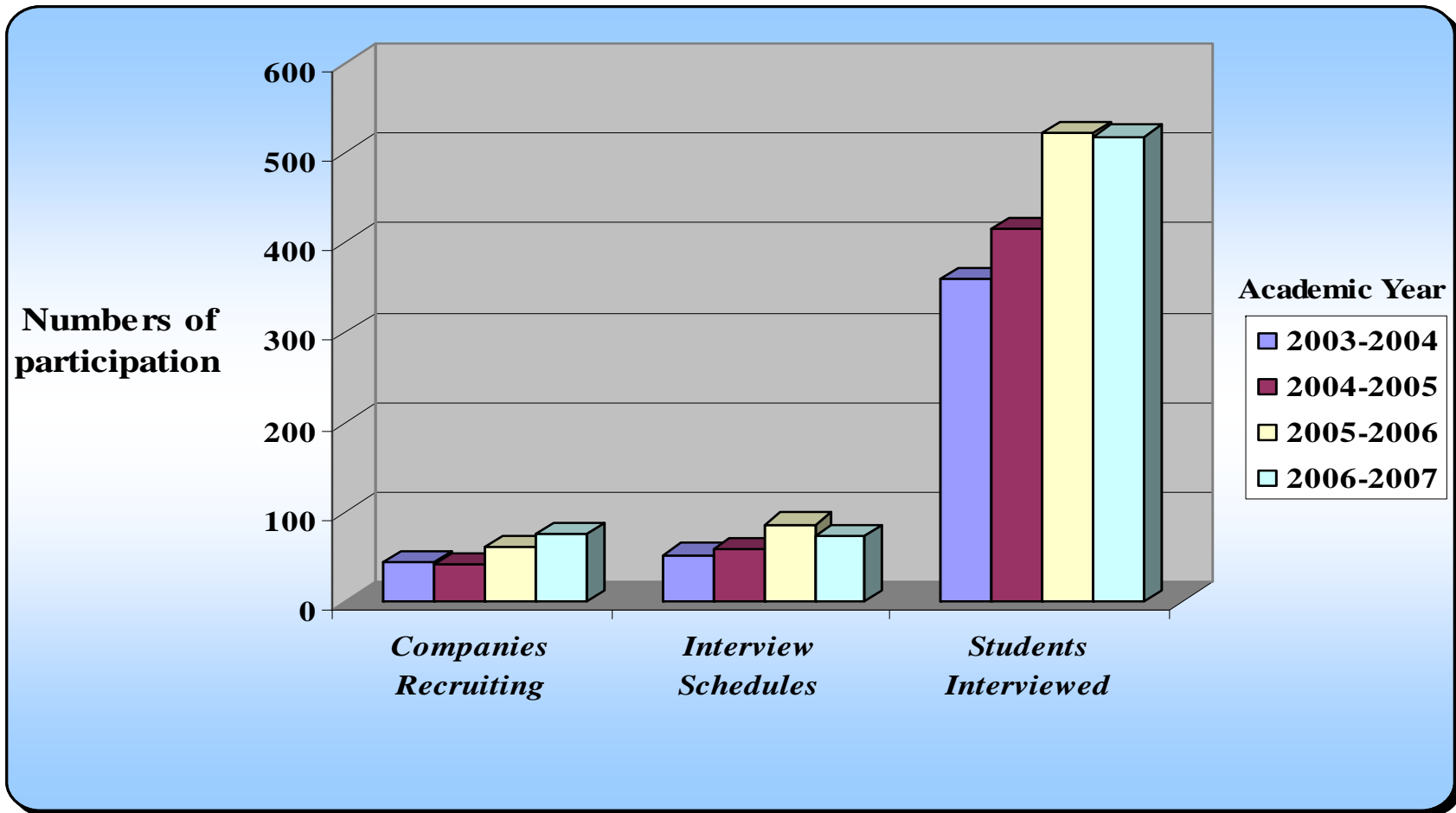


Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

- Drop in Advising
- Career Counseling
- Career Prep Month events
- Keys to Success Seminar
- Career Day Job Fairs
- Graduate School Fair
- On-Campus Recruiting Program
- Company Information Sessions
- Etiquette Dinner Event
- Co-op & Internship Program
- SLS 1301: Career and Life Planning Course
- Professional Mentor Program
- Alumni Career Panels



On-Campus Interview Statistics

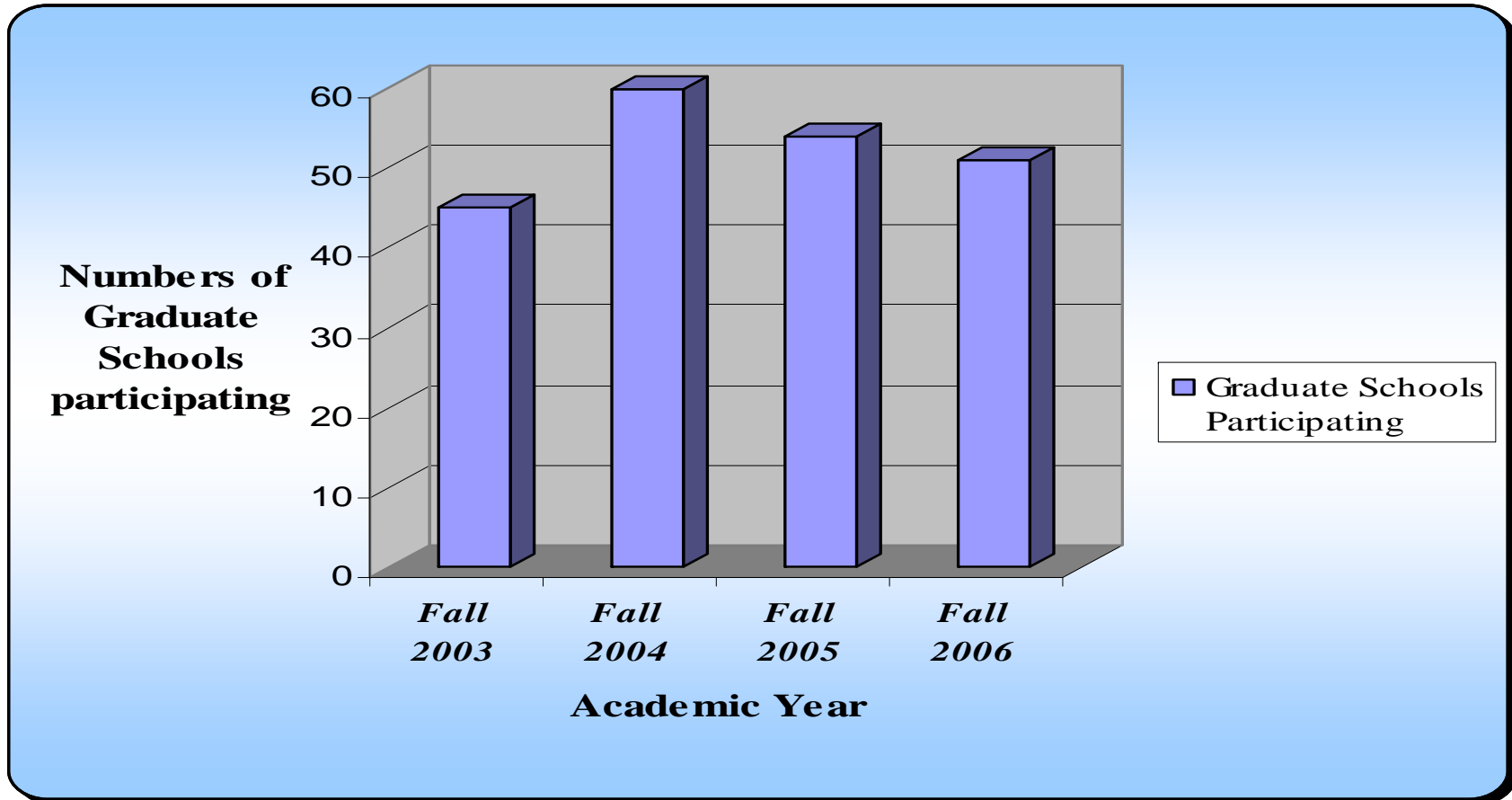


Career Day Statistics

**Employers
Attending
Career Day**



Professional/Graduate School Information School Day Statistics

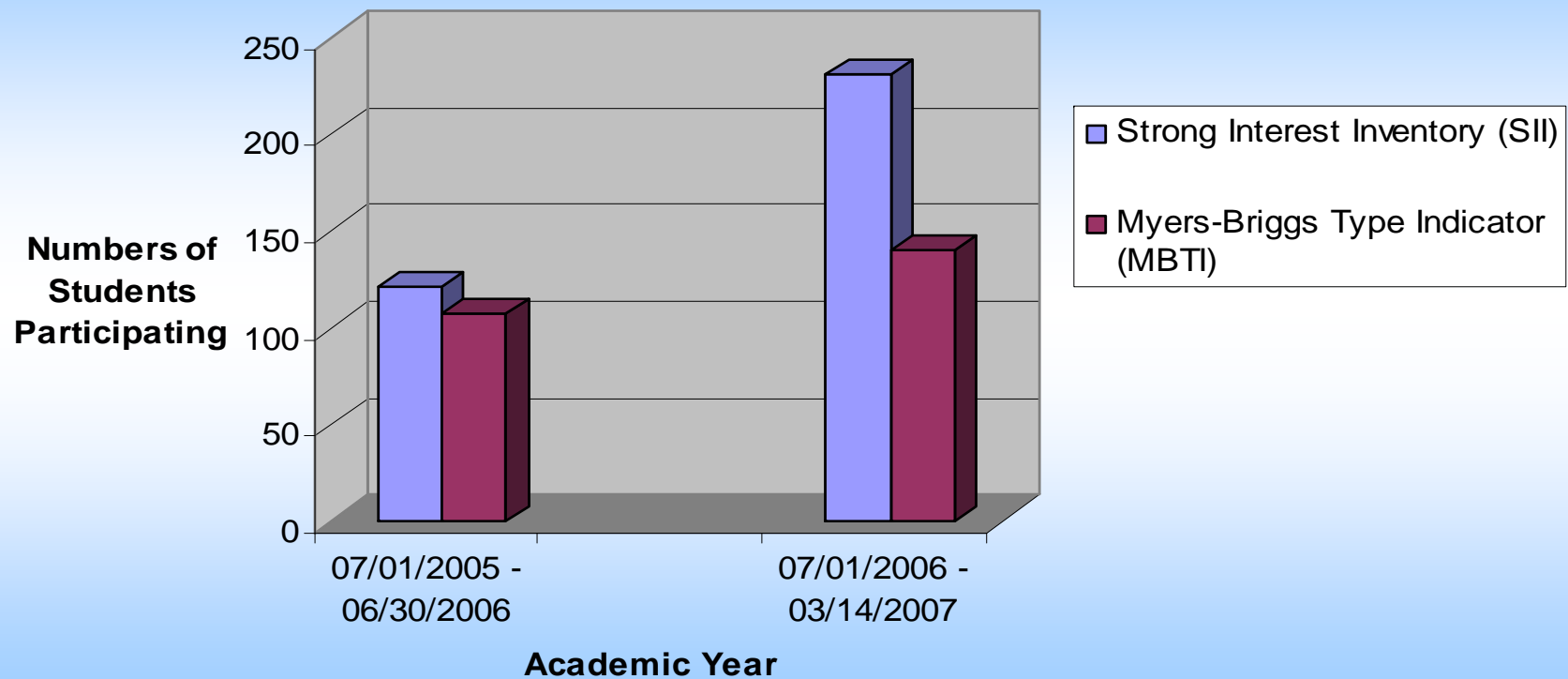


Career Development Center activities in support of student retention at FAU

- Showcase of Services at Orientation
- Undeclared majors session at Orientation
- Student Learning Strategies: SLS 1503 presentations
- Career and Life Planning course SLS 1501
- Explore FAU Living Learning Community
- Career Panel and workshops for Freshman Learning Communities
- Career Assessment Program (MBTI, SII, Self-Directed Search, SIGI 3)
- Carnival of Majors Fair
- Advisor Partnership Day

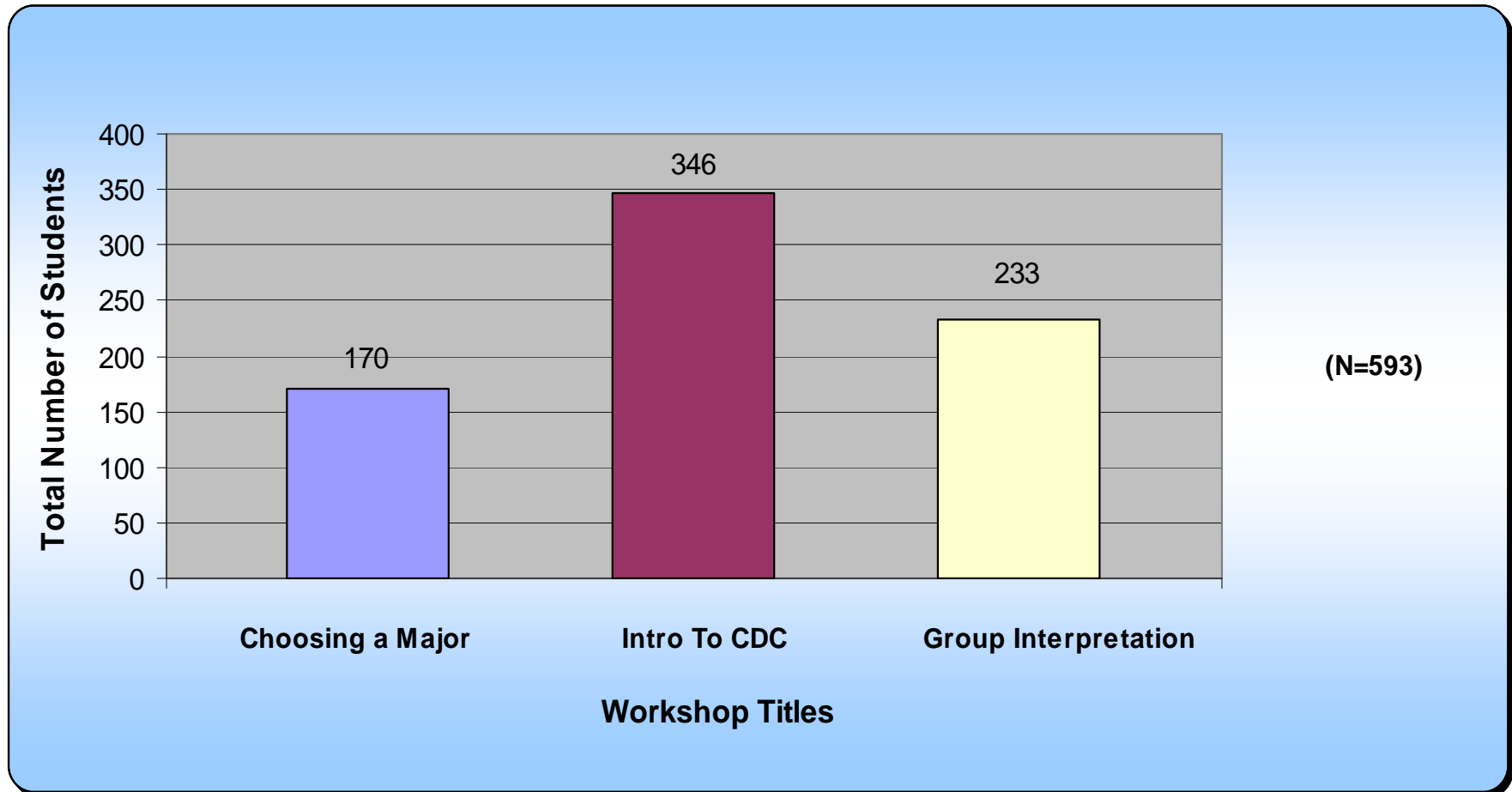


Career Assessment Program Statistics



SLS:1503

Student Learning Strategies Class Presentations



QUESTIONS?



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