

University of Florida
Career Resource Center

2001~2002
ANNUAL
REPORT

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INTRODUCTION

This Annual Report details the period from September 2001 through August 2002, except where noted. Activities, personnel changes, organizational structure, and important events fall within that time frame in order to make this Report a reference book of CRC programs for key UF staff, faculty and interested parties.

Statistics on activities, relationships of those statistics to past data, and the conclusions derived therefrom are from the Fall 2001, Spring 2002 and Summer 2002 (A, B and C) semesters.

This period generally encompasses the traditional “2001-2002 Academic Year,” a time frame chosen to make this report compatible with traditional methods of viewing this university’s academic production. An exception is the organizational charts and staff lists, which depicts the Center as of September 2002, the date of the report’s completion.

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EXECUTIVE SUMMARY

“Our University continues to be a highly targeted institution by major employers who have great success with our high caliber interns, co-op students and full-time hires. We have encountered a steady decline of numbers of employers, which in turn interview fewer students for a shrinking volume of vacancies. This economic cycle has stretched longer than predicted for all the reasons that are well known to all.

“As a result, we have seen student traffic in the Center grow in volume (+5%) for 110,000 visitors with a growth of use (+12%) of our library to 60,740 patrons. General patterns of counseling and programmatic offerings have grown as well, indicating a desire for more guidance and education on the part of our student body.

“The double-edged sword of a declining job market and expanding student demand for services was confounded by staff turnover, frozen lines and compressed resources. As a partial auxiliary, we were able to offset some of the state funding shortfall, but that was limited and further depleted our financial resources.

“On the international front, the CRC continued to forge ahead to create more connections around the world via conference presentations, site visits and involvement with multiple professional associations. In keeping with the goal of ‘internationalizing’ UF, seeds were planted for future staff exchanges with career centers in Australia and the United Kingdom.

“Technologically, 2001-2002 will become a significant and historic year for our profession and how we collect, manage and distribute employment, candidate and scheduling data. Wayne Wallace was one of seven university career center directors that came together to become the ‘founders’ of a special non-profit entity eventually involving the National Association of Colleges & Employers (NACE) and the E-Recruiting Association. A special partnership was formed, custom software created, and a basis of a national paradigm shift had been launched. Bill Lewis was a part of the

product development team, which cast the die for the future. There is an article following this section which tells the story more completely and represents one of the most professionally significant achievements for this director.

“The report which follows provides an overview of a staff overloaded with demand and undersupported financially. I share in their success as do the students and employers with whom we engage.”

Wayne Wallace, PhD
Director

Highlights of 2001-2002

For the second year, the Annual Report contains a detailed listing of the activities associated with the staff’s liaison roles with the colleges and schools on campus starting on page 9. This past year saw a continued focus on a more disciplined and formalized approach to our liaison functions, so this section will continue to expand in future reports.

The 2001-2002 academic year was a challenging and exciting one for the Career Development group. The Career Resource Center welcomed over 110,000 visitors over the past academic year. Of those, 60,740 visited our Career Resource Library. This represents an almost 5% increase in general traffic and an almost 12% increase in our library traffic from the previous academic year.

Despite having only three of five authorized counselors, we provided 750 counseling walk-in appointments and over 300 individual follow-up appointments. We also launched our new Career Counseling Groups, called “Beyond Undecided” by offering the group six times with approximately thirty students participating.

With the help of the IT staff, we made great improvements in the credentials program by now providing students with online access to their files’



indexes and automating requests online. In addition to those technological advances, we also put two of our CRC Card Sorts online: the Values Sort and the UF Majors Sort.

The Student Development Committee, chaired by Helda Montero, completely reorganized the ways we interact with our student employees from recruiting to training to retention to evaluation and recognition. As a group, Career Development also celebrated many professional successes in the field by providing presentations at three national conferences, holding approximately fifteen campus and national leadership positions, and publishing in the *Journal of College Student Development*.

Perhaps our most exciting accomplishment has been hiring two Assistant Directors, who have already jumped in and become part of the CRC Team!

The Career Networks Group would characterize 2001-2002 year as challenging on all fronts because of continued weakness in the economy. In spite of the challenges, the CN Group was able to assist UF students “beat the odds” as the number of organizations recruiting at the CRC declined only about 33% compared to national averages of 40-50%. The tighter job market generated significantly more demand by students for programs and services. Our student clients recognized in increasing numbers that the jobs were going to go to those who could prepare themselves effectively. The CN Group is proud to have been a contributor in helping UF students exceed the national norms in retaining recruiting levels.

In spite of the tragedy of 9/11 the CRC was able to call employers and encourage the companies to send alternate regional representatives to campus that would not require air travel. Some additional effort and information was required to help these “substitutes” be successful in representing their companies on campus. In this way the CRC partnered with our employers to help them present employment opportunities to University of Florida students.

Another successful Externship program was orchestrated over spring break allowing students to shadow professionals in their chosen field. Student feedback as to the significance of the experience in helping them solidify their career choice was very positive.

A number of job search skill programs were introduced by the CRC this year, including: A Mock Interview Program for International Students, the S.M.I.L.E.S. (Sharpen My Interviewing to Lure Employment) Program, Showcase Cinema (which prepared students to write their resumes, handle interviews and prepare for the Career Showcase Career Fair. The Internship forum prior to the career fair was a great success, and we expanded the Employer staffed resume critiquing service and employer workshop series.

In addition to direct career related educational service, the CRC made great strides this year in providing recruiter feedback to academic departments on campus. This enabled the CRC to be a direct contributor to curriculum renewal efforts at UF. The CRC was recognized as an institutional strength by the Accreditation Board for Engineering and Technical Programs (ABET) and was/is a strong contributor to the College of Engineering’s successful re-accreditation efforts.

Within the operations support and technical areas, we continued our moderated growth in computer and other technical capabilities, including a major “makeover” of our website’s appearance and content.

In response to a suggestion from the Auditor General, we have begun the transition from a spreadsheet environment for fiscal management to that of Quick Books Pro, an integrated database, and implemented the new program on July 1, 2002.

Like most other CRC offices, these sections also suffered from personnel attrition.

- Our Fiscal Assistant, Kelly Jempson, left the CRC abruptly in mid-February 2002 under a cloud of legal charges, and was replaced in May by Kevin E. Riggs, who had served with distinction as our student fiscal assistant.

- Stephen R. Fooks, Assistant Director for Systems Management, departed in early May 2002 to accept a new position in Tigert Hall, and was replaced by William K. Lewis, whose title was changed to that of Assistant Director for Systems Operation & Development. His vacant line remains unfilled at the end of this period, and will likely be re-defined as a computer programmer-analyst.

The Center made only a few adjustments to its physical configuration during this report period. The construction of the Reitz Union's Grand Ballroom above us continued to cause minor disruptions to our operation until it was substantially completed in August 2002, but nothing like the problems suffered in 2000-2001, with leaks, damage and the forced relocation of the staff and operations from our facility for six weeks.

We did, however, convert a double room – the former multimedia studio, a large room that could be partitioned with a folding accordion door – into two

separate staff offices. There were also a number of staff relocations and changes of function in other areas. The outcome was the creation of two new staff offices and second student workroom, the latter principally for Career Showcase and career days support operations.

A few alterations were made to customer service counters to expand staff seating, as well as work and storage space, but those changes were relatively transparent to the casual visitor, but of great utility to the staff involved.

THE NACELink™ STORY
A MAJOR PROFESSIONAL DEVELOPMENT
IN PARTNERSHIP WITH THE CRC
 Adapted from an article by Neil Murray, Director of Career Services
 University of California ~ San Diego
 Published by NACE

We are beyond the crossroads. A very significant turn, one that will revolutionize our profession, has been successfully navigated. NACELink™ is a reality. This turn was taken because many of us have decided that the road upon which we have been collectively traveling the past decade has grown too bumpy, too full of potholes, too dangerous.

That was the consensus when seven career center directors, including Dr. Wayne Wallace at the University of Florida, came together one year ago to share thoughts and ideas about our reliance upon technology and the commercial marketplace. We were uniformly concerned about where our profession was headed. One by one, in echo-like fashion, each of us expressed the same concerns. Was the privacy of student data safe and secure? How far will the pattern of direct marketing to our students and alumni go? Isn't that convincing evidence that we—career centers— are no longer seen as the primary customer of commercial vendors? How much of our service identity has been lost to the branding practices of commercial vendors? Haven't the charges to employers grown too high, too rapidly? What will happen after the next predictable sequence of mergers, buy-outs, and shut downs? Where will we be then? What are the risks associated with an environment that is

overwhelmingly dependent upon a single, nearly monolithic service provider?

We decided that it was important to act, to try to find an alternative that would restore our destiny to our own hands. Our first thought was that maybe we could create a consortium of career centers that would fund and, with the help of the member universities' technical resources, build a new system for the delivery of on-line services. Maybe, we speculated, if we did that, we could persuade our professional association, the National Association of Colleges and Employers (NACE), to take over in the on-going role of service provider, opening the service up to all schools.

Admittedly, our initial scheme might have been a preposterous idea. Without a doubt it was one that would have been extraordinarily costly and tediously slow to come into reality—two to three years, at best. We weren't oblivious to the substantial hurdles associated with our "project" but we unanimously committed to pursuing this objective.

From that beginning, we enlisted sixteen career centers that were willing to contribute to and take part in the effort—a pretty good start. Interestingly, and a

good measure of the widespread nature of our concerns, almost no career center directors declined our invitation to join our consortium.

And then a miracle occurred, one that led to the establishment of a remarkable partnership that will forever change and protect our profession and the interests of those we serve—students, alumni, employers. As a consequence of this unique and unprecedented partnership, this whole endeavor has accelerated at a dizzying pace so that here we are, one year after we first spoke, celebrating the launching of NACELink™, with twenty-seven premier campuses committed to piloting the service, including the University of Florida, in its first year.

Here's what happened. About the same time that our consortium approached NACE Executive Director, Marilyn Mackes, she was contacted by a group of employers, E-Recruiting Association, who had an idea remarkably similar to the one we had shared with her. Organized as a non-profit association, like NACE, E-Recruiting has a rapidly growing membership comprised of blue-ribbon corporations. Remarkably, the factors that led to the creation of E-Recruiting are a near match to those expressed by our small group of career center directors: the security of data, escalating costs, over-dominance by a single commercial entity, loss of self-control, commitment to addressing these issues through on-line services.

A central feature of E-Recruiting is an already-popular web site, *Direct Employers*, which provides direct links to the web sites of E-Recruiting member companies. E-Recruiting Executive Director, Bill Warren, the original founder of the *On-Line Career Center* and a former President of *Monster*, sounded out Mackes to see if the two non-profit associations could collaborate on a means of better reaching and serving the college market. Mackes, of course, expeditiously arranged a meeting between the two parties and our partnership took form and was ultimately approved by the NACE Board of Directors in May of this year.

Technologically robust, financially well-endowed, and enjoying the fruits of a burgeoning corporate membership, E-Recruiting brings a great deal to the partnership—supporting the launch and development of the system as NACE transforms itself into the role of

on-going service provider. And, of course, all those connections to employers sure won't hurt!

Initially, NACELink™ offers three complimentary services: job listings, interview scheduling, and resume referral. But this is only the foundation. Eventually, NACELink™ will become a far-reaching suite of on-line career services. Built to support these long range aims, rather than being patched together one step at a time, NACELink™ can be expected to grow and be enriched steadily as the years unfold. The system is loaded with advantages not readily available in the commercial marketplace, including an exciting array of special features and, importantly, career center capability to customize them according to their own needs.

Of course, these are important considerations for career centers to weigh as the service is made available to them—job listings in the fall and interview scheduling in the summer of 2003. But this is too limited a way to think about this development. *NACELink™ is a major shift in our professional paradigm, a turning away from an old way of doing business to embrace a fundamentally new way.* We are moving from a commercial environment to one that is a unique non-profit partnership between employers and career centers offered under the friendly and trustworthy auspices of our mutual professional association. This has major ramifications. NACELink™ will deliver what no commercial vendor can ever promise.

No more mergers, buy-outs, shut downs. NACE is a stable service provider, having been around for nearly fifty years. It will not go away. We can count on that. And it's not subject to the vagaries of Wall Street considerations. At long last, we will have an arrangement that is predictable and secure. All participating career centers will know that the system they use will still be there in the following year.

The system has been designed and steered by career center practitioners. For several months a twenty-five person Product Development Team made up primarily of our own hands-on staff members and technical specialists has designed and developed NACELink™. It is our system, made to our specifications. An Interim Steering Group has been established to carry on during the coming year, ultimately leading to a more permanent oversight structure. Four career center

directors, including Dr. Wayne Wallace, sit on the six-person Interim Steering Group.

Student and alumni data is private and secure.

We will own the data and see that no one else gets it. NACE will only receive aggregate numbers to measure usage. The information that we need to protect will be securely in the hands of career centers. No more nightmarish fears that the data that our students placed into a commercial system has been sold or passed along to be used as one more pile of fodder for unrelated advertising purposes.

The only brand is our own. How many countless times have each of us cringed when hearing a student give credit to a commercial vendor for the job they found through our service. No more. NACElink™ features don't bear that or any other name except those we choose. They will just be seamless elements of our own websites, looking and feeling just as we want them to. Our offices will get the credit that we have always deserved.

Charges to employers will be below market prices. This is a primary principle of NACElink™. With the profit motive set aside, charges can be minimized and employers have an option. They don't have to meet

ever-escalating costs associated with some commercial vendors. They can pay less and ultimately they will get more. And that helps us forge a stronger than ever relationship with "our" employers.

Say goodbye to direct marketing. NACElink™ will never directly market to our students and alumni. That is our job. We know how to reach our own students and alumni. We don't need to have someone else stand in our way, committed to their own commercial identity and indifferent to our needs to establish and nurture an affinity between us and those we serve.

We will be free of all the dangers associated with a monolithic commercial entity. For good reason, trusts are meant to be busted. Once market dominance is established and competition is eliminated through one means or another, commercial enterprises are free to do whatever they want, with or without our concurrence or cooperation. For our profession, that is the unhealthiest of climates and, thankfully, we are escaping it.

NACElink™ is here. The next step belongs to us. We need to step forward, embrace this rare opportunity and champion its principles. Nothing less than the future of our profession is at stake.



TEAM CRC STAFF ~ September 2002

Linda Adams ✧ *Librarian*

Judith Arzie ✧ *Experiential Education Coordinator*

Lennette Brown ✧ *Credentials Manager*

William V. Carnes, M. A. ✧ *Associate Director for Operations Support*

Elaine Casquarelli, Ed. S. ✧ *Assistant Director for Graduate Services*

Farouk Dey, M. Ed., M.B.A. ✧ *Assistant Director for Career Development*

Nadene Francis, B. S. ✧ *Assistant Director for Public Relations*

Nancy Leitner ✧ *Information Specialist*

William K. Lewis ✧ *Assistant Director for Systems Management & Development*

Saranette D. Miles, M. Ed. ✧ *Senior Assistant Director for Employer Relations*

Sara C. Mock, M. A. ✧ *Assistant Director for Experiential Education (I)*

Helda Montero, Ed.S., NCC, LMHC ✧ *Senior Assistant Director for Career Education*

Phyllis Peña ✧ *Scheduling Coordinator*

Kimberly Raymond, M. A. ✧ *Assistant Director for Employer Relations & Client Services*

Kisa Pendergrass, M. Ed. ✧ *Assistant Director for Diversity Programs*

Richard D. Sayers, Ed. S. ✧ *Associate Director for Career Networks*

Lisa E. Severy, Ed. S., NCC, LMHC ✧ *Associate Director for Career Development*

Rachel Spier, M. S. ✧ *Assistant Director for Alumni Networks*

Catherine Lawton, B. S. ✧ *Assistant Director for Experiential Education (II) (Interim)*

Lucas Wall, M. A. ✧ *Assistant Director for Career Events*

Wayne Wallace, Ph. D. ✧ *Director*

(Vacant) ✧ *Accountant*

(Vacant) ✧ *Information Systems Specialist*

CAREER RESOURCE CENTER MISSION & OBJECTIVES

“The mission of the Career Resource Center is to provide comprehensive, state-of-the-art resources and services for our students and alumni to assist them in meeting their needs relative to career development, career experiences, and employment opportunity for the mutual benefit of employers and the University of Florida community.”

In general terms, the University of Florida has set forth the following policy with regard to the Career Resource Center *vis-a-vis* the university and its student population.

- Career planning is acknowledged to be an essential part of each student’s academic program.
- Participation in an experiential education program, when compatible with other academic requirements, is an option of each student.
- Employment assistance is an integral part of each student’s existing progression from an academic program.
- It is the intent of the university that these programs be designed and conducted with the objective of motivating students to seek higher academic achievement by the integration of career and academic planning in a total educational program.
- The Career Resource Center (CRC or Center) is the centralized office responsible for the planning, operation, administration, and fiscal accountability for such programs as may be needed to provide the herein described services to students and alumni of the University of Florida, with the exception of specific colleges and graduate degree areas.

MISSION

General

Consistent with Student Services philosophy, the mission of the Career Resource Center is stated above. Successful completion of that mission is predicated upon the following student responsibilities:

- Exploring interests, skills, values and lifestyle preferences as a part of the career choice process.

- Learning to use career decision-making strategies in vocational, academic and job selection.
- Matching experiential education opportunities with academic requirements.
- Researching and matching labor market indicators that best correspond with learned academic skills, work experience, and personal attributes.
- Developing job search skills, interview techniques and resumes.
- Participating in employment interviews and identifying employment options.

Legal Responsibilities

The Center is responsible to the University of Florida regarding its legal obligations and limitations imposed on its operations and all program areas. This includes local, state and federal laws. The Center will formulate appropriate policies and practices to limit liability exposure of the Center and the university within its areas of operation.

Equal Opportunity & Affirmative Action

The CRC will adhere to the spirit and intent of the Equal Opportunity laws in all activities and programs. The Center will ensure that all activities and programs, and the policies pertaining thereto, do not discriminate on the basis of race, gender, color, religion, age, national origin, creed, and/or handicap.

Activities, programs, other services, and the required supporting facilities will be scheduled to provide accessibility that responds to students’ needs.

Campus Relations

The CRC will maintain close and continuing relations with the colleges and departments for which it has the responsibility to serve their students, faculty and alumni. This includes, but is not limited to, establishing personal liaison as well as providing literature and other information on the Center's activities that relate to the colleges and departments it serves in order to:

- Offer students exposure to employers and employment opportunities through a variety of programs.
- Encourage dialogue between employers, faculty and the Center concerning job trends and employer requirements.
- Promote better understanding between faculty and employers of the relationship of curricular and other academic activities to staffing needs of employers and career opportunities for students.
- Promote a systematic flow of information to faculty and students by working alumni concerning the latter's academic preparation and employment experiences through a close working with the Alumni Association.

Employer Relations

The Center will maintain close and continuing relations with employers interested in hiring University of Florida students and alumni. To fulfill this responsibility, the CRC will:

- Provide pertinent information to prospective employers, including curricula, academic calendar, estimate of enrollment/graduates by degree and discipline, and recruiting and interviewing logistics. Offer assistance in making their campus recruiting efforts effective on the UF campus.
- Exchange information with employers concerning their respective operations through activities such as on-site visits and exchange programs.
- Assist employers in setting and confirming on-campus interview dates well in advance.
- Exchange with employer representatives detailed

information concerning interview schedules, job descriptions, desired applicant qualifications, methods of conducting recruiting, and other arrangements.

- Schedule candidates for on-campus recruiting interviews or refer candidates to meet employer needs.
- Comply with legal requirements when making credentials available to interviewers/recruiters.
- Inform employers of ethical and legal obligations of the Affirmative Action/Equal Employment Opportunity (AA/EEO) laws.
- Encourage employer participation in programs such as career planning courses, career conferences, and career expos/career days.
- Provide vacancy and employer information to prospective candidates.

Multicultural and Special Programs and Services

The Center is responsible for providing educational programs designed to assist minority students of all categories and disabled students identify their unique abilities and needs in relation to their career interests and job opportunities. The CRC will offer opportunities for students of foreign origin to identify with the culture of the university, learn the work environment, and promote understanding of their own culture and heritage.

Ethics

The CRC is responsible for developing and adopting standards of ethical practice. The ethical standards statement published by the National Association of Colleges & Employers (NACE) may be used as a basis. In addition, all requirements of the Family Educational Rights & Privacy Act (Buckley Amendment) and ethical practices of the University of Florida will be followed.

The CRC will ensure that its staff provides access to the Center on a fair and equitable basis, avoids personal conflict of interest, and adheres to the spirit and intent of all applicable university, state, or federal regulations or policies.

ON-CAMPUS LIAISON ACTIVITIES

For many decades, Career Resource Center professional staff members have been assigned liaison duties with specific colleges or programs throughout campus. These include delivering career skills-related presentations to academic classes, student and faculty groups, and other organizations; staffing information tables within the colleges associated with unique CRC career events; and the development and enhancement of cooperative education and internship/externship opportunities for a wide variety of academic majors. This new section to our Annual Report is a sampling of the nature and impact of our collaborative efforts within the total campus community.

Accounting **(Fisher School of Accounting)**

- Connected with several student groups to conduct presentations on the job market, resume writing, preparing for the career fair, how to market yourself and be a star using GatorTrak. (*Saranette Miles*)
- Collaborated with the School to host accounting employers on Day 1 of Career Showcase. Over 47 companies were interested in accounting majors for their career opportunities. (*Rick Sayers, Lucas Wall, Saranette Miles*)
- Arranged on-campus meetings with several companies (Wal-Mart Audit; SunTrust Bank; Aidman, Pizer & Company; etc.) to discuss services that would enhance the employment options of the Accounting students. (*Saranette Miles, Rick Sayers*)
- Served as career consultant for the National Association of Black Accountants (NABA) during the 2001-02 academic year. (*Saranette Miles*)
- Assisted students utilizing one-on-one advising and counseling throughout the 2001-02 academic year. Various items were discussed during walk-ins or appointment times, but the following are common concerns for accounting students: resume writing, graduate school options, pursuing additional degrees, negotiating job offers. (*Saranette Miles*)

Agriculture & Life Sciences

This past year marked a growth in the CRC's ability to provide more attention to the needs of our CALS students. Two members of the Career Networks Group – Lucas Wall and Catherine Lawton – one of which is a CALS alumnus, are assigned to the liaison role within the college. There was an increase in the numbers of outreach presentations to classes and student organizations and several organizational/tactical meetings with the Dean's office and selected faculty to develop plans to increase career support for this important college.

Examples of outreach include attendance at alumni events, presentations on cover letter and resume preparation to Horticulture and FRE classes, two custom resume medic sessions held in the college in preparation for the Agriculture & Natural Resources Career Fair, and a resume writing workshop held in the college in advance of Career Showcase in the spring, a tour of the CRC for agriculture students, as well as a CRC services presentation offered to students from the Ft. Pierce Research Station.

Agriculture & Natural Resources Career Day is a special career fair run specifically for the employers that primarily seek College of Ag students, and proved once again to be an effective venue to bring together students and employers.

With the added liaison support at the Career Resource Center, and cooperative planning with the college's faculty and staff, the level of support for this important college's students is expected to continue to rise this coming year.

- Presentation on CRC services to Dr. Leary's Ag & Bio Engineering Class. (*Sara Mock, Catherine Lawton*)
- Provided resources and suggested speakers for the MANNRS Conference in Spring 2002. (*Lucas Wall*)

Business Administration

- Served on a Business School panel for Dr. Howard Hall's class discussing CRC services, resume preparation, interviewing tips, and job/internship search strategies. November 8, 2001. (*Kimberly Raymond, Sara Mock*)
- Prepared a 10-15 minute presentation on an overview of GatorTrak© and On-Campus Interviewing for Dr. Brian Ray and staff. These brief video segments were recorded to describe CRC services available to students in the College of Business' distance learning option. June 17-23, 2002. (*Kimberly Raymond*)
- Served on the Business School panel for Dr. Howard Hall's class, where we discussed CRC services, resume preparation, interview tips, and job/internship search strategies. March 2002. (*Lucas Wall, Rick Sayers*)
- Conducted meetings at the Center for Retailing Education & Research with Ms. Cecelia Schulz and Ms. Betsy Trobaugh to enhance the current partnership between both offices. (*Saranette Miles, Rick Sayers, Phyllis Pena*)
- Collaborated with the Center for Retailing Education & Research on retail company sites to Burdines, Target, Wal-Mart, Famous Footwear, JCPenneys, Save-a-Lot, and others. (*Saranette Miles, Rick Sayers, Phyllis Pena*)
- Worked with Dr. John Hall and Ms. Mindy Kraft in orienting MSM/MAIB graduate students to the University of Florida. (*Saranette Miles, Kimberly Raymond*)
- Provided several programs on the following topics: You and the Job Market, Leadership and the Importance of It in the World of Business, CRC Services, How to Write a Resume, Networking, and What Can You Do With Your Degree for such organizations as the Minority Business Society (MBS), Alpha Kappa Psi, Business Administration College Council (BACC), Society of Human Resources Management (SHRM), Undergraduate Economics Society, and DIS Society. (*Saranette Miles, Kimberly Raymond, Lucas Wall*)
- Guest presenter for the Warrington College of Business Undergraduate Programming Office Transfer Student Program, September 11-12, 2001 and January 29, 2002. (*Saranette Miles*)
- Prepared several 15-minute presentations for Dr. Brian Ray and staff on an overview on reciprocity and CRC services, how to prepare for a career fair, CRC tools for job searching, the CRC website and its resources, how to conduct an informational interview (in conjunction with five employer representatives) and an overview of our library, June 17-23, 2002. These brief video segments were recorded to provide information to students in the College's distance learning option. (*Saranette Miles, Rick Sayers, Lisa Severy, Lucas Wall*)
- Recruited, trained and certified over 20 students in the College to be mock interviewers for the International Mock Interviewing Program, which is designed to help students serve as interviewers practice understanding, citizenship, business law, business ethics, and skills assessment while helping international students learn how to interview using American style customs and skills assessments. Fall 2001 and Spring 2002. (*Saranette Miles, Jamie Pagni, Kimberly Raymond, and Shanaz Sawyer*)
- "Business Advisor's Crash Training: How to Help Students Use the CRC." Five representatives from the College of Business attended this seminar and referred two others for individual follow-ups. (*Saranette Miles*)

Design Planning & Construction

- Hosted "Resume Preparation" workshop for J1- Building Construction students, September 6, 2001. (*Nadene Francis*)

Education

- CRC tour and presentation for Education class, November 7, 2001. (*Sara Mock*)
- Information table at the college three times during the academic year. (*Helda Montero*)
- Regular resume critique hours at the college. (*Helda Montero*)
- Hosted several seminar classes in the CRC for tours and briefing on services. (*Helda Montero*)
- Guest presenter at the Multicultural Counseling Course. (*Helda Montero*)
- Taught "Resume Tips for EduGators" workshop. (*Helda Montero*)
- Conducted survey of Education recruiters about their preferences and expectations when working with prospective teachers. (*Helda Montero*)

- CRC workshop entitled “Making the Most of Education Recruitment Day.” (*Helda Montero*)
- Delivered CRC services mini-presentations to all Education-related student organizations. (*Helda Montero*)
- Presented workshop entitled “Education Job Search 101.” (*Helda Montero*)
- Hosted workshop on “Making the Most of Screening Interviews.” (*Helda Montero*)
- Collaborated on a recruiter guest panel on the topic of who recruiters are looking for. (*Helda Montero*)

Engineering

Outreach presentations were offered to over two dozen classes concerning job search, resume preparation for technical professionals, and interviewing. Outreach efforts ranged from guest lecturer responsibilities in “introduction to...” classes in Industrial and Systems Engineering, and the College’s Introduction to Engineering through presentations in senior professional seminars in Chemical Engineering, Materials Science and Engineering, Mechanical and Aerospace Engineering, and Electrical Engineering. (*Rick Sayers*)

Outreach to eight separate engineering student organizations regarding seeking internships, preparing a technical resume, job search strategies, interviewing skills and negotiation of job offers. (*Rick Sayers*)

Participation in the ongoing ABET committee activities as a contributing member of the committee. The CRC provides the various departments and the committee with recruiter feedback regarding student capabilities, as well as supplied feedback from corporate supervisors on intern and co-op student performance. Additionally, work reports by students are provided each semester to department internship and co-op coordinators to insure that quality work assignments are maintained and that student feedback is gathered. (*Rick Sayers*)

The CRC provided service to the College as a member of the Sales Engineering Advisory Board. Additionally, the CRC provided a lecturer each semester in one of the Sales Engineering Seminar classes, as well as locating corporate speakers for the Gregory Lecture Series associated with this important program. (*Rick Sayers*)

The CRC supported the Step-Up Program through presentations and referrals. These presentations were made to students and their parents regarding available career services and the need to gain professional experience early through internships or co-op assignments. The CRC directed numerous potential employer sponsors to the College throughout the year. (*Rick Sayers*)

This year saw a continuation of the CRC’s aggressive efforts to build stronger corporate relations with new and long-time corporate partners by heavily assisting with recruiting logistics and introducing new recruiters to the UF campus. (*Rick Sayers*)

- CRC information meeting for engineering advisors and coordinators, September 6, 2001, CRC classroom and Reitz Union room 284. This session was an in-depth overview of services and information available to advisors, faculty, and their students. (*Sara Mock, Judy Arzie, Rick Sayers, Catherine Lawton*)
- CRC presentation for Agricultural & Biological Engineering class, November 28, 2001, 129 Rogers Hall. (*Sara Mock*)
- Experiential Education workshop for engineering students, January 15, 2002, Reitz Union room 287. (*Sara Mock*)
- Attendance and discussion participation at the Regional SWE Conference held at UF in July 2002. (*Rick Sayers, Nadene Francis*)
- Presentation on “Starting Your Engineering Career,” Engineering Leadership Forum, June 2002. (*Rick Sayers*)

Fine Arts

- Presented CRC services to prospective music majors and their parents during weekend auditions. (*Nadene Francis*)
- Presented a “Resume Preparation” workshop to music students, February 23, 2002. (*Nadene Francis*)
- “Careers in Fine Arts” presentation on March 15, 2002. (*Nadene Francis*)

Health Professions

The College of Health Professions tends to be fairly autonomous in its career development activities with students. While we have sought active partnerships with its academic and career advisors, it seems that the demand for our services is not as great as with other colleges. We continue to monitor and upgrade our offerings in the Career Resource Library for the Health Care Careers and will respond to any outreach requests.

- Workshop entitled “Resume Preparation and Job Search Strategies” presented to graduate students in the Health Administration Program in October 2001. (*Lisa Severy*)
- CRC staff members, including student assistants from the Career Events staff, provided information tables on three occasions in February 2002 to help students prepare for Nursing & Health Professions Career Day.
- Special workshop entitled “Making the Most of Health Day” presented to Health Professions students in February 2002. (*Lucas Wall*)
- Presentation on Health & Sexual Orientation, HIV/AIDS Awareness Course, Dept. of Health Professions, October 2001. (*Elaine Casquarelli, Jeremy Kaplan*)

Health & Human Performance

- Tours of the Career Resource Center for Recreation, Parks & Tourism classes, August 29, 2001, January 30, 2002, and May 22, 2002. (*Sara Mock*)
- Briefing on the CRC, Resume Preparation and Cover Letter presentation to HHP College Council, October 4, 2001, 235 Florida Gym. (*Sara Mock*)
- Meeting with HHP advisors to plan the HHP Career & Intern Expo, October 17, 2001, 200 Florida Gym. (*Sara Mock*)
- Alumni Association and HHP dinner and panel presentation, November 1, 2001, President’s Dining Room & Florida Gym. (*Sara Mock*)
- Special resume critique sessions for HHP students, February 18 & 20, 2002, Florida Gym. (*Sara Mock*)
- CRC Information Table at HHP Career & Intern Expo, Florida Gym, February 22, 2002. (*Sara Mock*)

Journalism & Communications

- Collaborative effort with the College of Journalism and Communications Public Relations Research Course, taught by Dr. Juan Carlos Molleda, to gauge the attitudes, awareness and preferred methods of service delivery of CRC services to undergraduate students in the Colleges of LA&S, Business Administration, Health Professions and Journalism & Communications. (*Nadene Francis*)
- “Creating Resumes & Cover Letters” panel member, Advertising Society, November 28, 2002. (*Nadene Francis*)
- “Resume Preparation and Introduction to the CRC” session for the Hispanic Communicators of America, March 20, 2002. (*Nadene Francis*)
- “Interviewing Techniques Skills” for the Advertising Society, March 13, 2002. (*Nadene Francis*)
- “Resume Preparation” workshop for the Public Relations Student Society of America (PRSSA), February 20, 2002, CSE room A101. (*Sara Mock*)

Liberal Arts & Sciences

- Meeting with Dr. Anthony LaGrecia to discuss/plan the Sociology Career Day, August 23, 2001. (*Elaine Casquarelli*)
- Discussions with Drs. Cesar-Lee and Sandy Butler-Whyte on the subject of internships with nonprofit organizations for French majors, September 19, 2001. (*Elaine Casquarelli*)
- Presentation on CRC Services to the CLASSC, September 19, 2001. (*Elaine Casquarelli*)
- Provided a tour of the CRC and briefing on our services to First Year Florida class, October 2, 2001. (*Elaine Casquarelli*)
- Produced and coordinated Majors Fair on the Reitz Union colonnade, focusing on undergraduate students who may be searching for a new major, October 10, 2001. (*Elaine Casquarelli*)
- Sociology Career Day, October 24, 2001. (*Elaine Casquarelli*)
- Orientation for new and potential French majors, October 30, 2001. (*Elaine Casquarelli*)
- Lectured to Mr. Craig Boylstein's "Social Problems" class on the topics of Occupational Sociology, Discrimination/ Sexual Harassment in the Workplace, Title VII of the Civil Rights Act, Age Discrimination in Employment Act (ADEA), Americans With Disabilities Act (ADA), hiring practices, interviewing, employment, discipline, terminations, promotions, etc. November 15, 2001. (*Kimberly Raymond*)
- Presentation to Dr. Keith Carodine's, UAA Student Life, class on "Exploring Careers for Liberal Arts & Sciences Majors," November 28, 2001. (*Elaine Casquarelli*)
- Meeting with Dr. Sheila Dickison to discuss possible programs for honors students, December 13, 2001. (*Elaine Casquarelli*)
- Presentation on "Preparing for Career Showcase: LA&S Majors" to various groups of LA&S students, January 15, 2002. (*Elaine Casquarelli*)
- "Using Your Liberal Arts & Social Science Degrees to Succeed in Business," presented to LA&S Social Science students, January 17, 2002. (*Elaine Casquarelli*)
- "Job Search Strategies for Sociology Majors," to sociology graduate students, January 18, 2002. (*Elaine Casquarelli*)
- Presentation to the Career Development Class for Athletes on "Exploring Careers for Liberal Arts & Sciences Majors," February 1, 2002. (*Elaine Casquarelli*)
- Discussion with Dr. David Hackett on potential programs for religion majors, February 7, 2002. (*Elaine Casquarelli*)
- Presented "Unlocking the Door to Success – Getting the Most out of Your Liberal Arts & Sciences Degree" to the CLAS honors students. February 11-17, 2002. (*Kimberly Raymond, Elaine Casquarelli*)
- Leadership Conference presentation on "Bringing Your Identity to Work – Issues for Lesbian & Bisexual Women," February 10, 2002. (*Elaine Casquarelli*)
- Presentation on "Job Search Strategies for Geography Majors" to Dr. Mossa's Senior Seminar Class for Geography majors, October 3, 2001 and February 27, 2002. (*Elaine Casquarelli*)
- Curriculum Vita workshop for HGSA members, February 27, 2002. (*Elaine Casquarelli*)
- Participated in Women Leaders' Panel for Mallory Hall residents, February 27, 2002. (*Elaine Casquarelli*)
- French Career Day, March 14, 2002. (*Elaine Casquarelli*)
- Conducted a "collage" workshop for Dr. David Hackett's Senior Seminar Religion class. March 18-31, 2002. (*Kimberly Raymond*)
- Presentation to religion majors on "Using College Work to Uncover Your Career Path," March 19, 2002. (*Elaine Casquarelli*)
- "Careers in Government" and "Careers in the Non-Profit Industry" presentations to various CLAS groups, October 17, 2001, November 6, 2001 and April 4, 2002, (*Elaine Casquarelli*)
- Presented an outreach for Academic Advising, Students at Risk, with a workshop entitled "Unlocking the Door to Success – Getting the Most out of Your Liberal Arts and Sciences Degree." April 1-21, 2002. (*Kimberly Raymond, Elaine Casquarelli*)
- Presentation to the At Risk students entitled "Unlocking the Door to Success – Getting the Most out of Your Liberal Arts & Sciences Degree," April 15, 2002. (*Elaine Casquarelli*)

- Work with Dr. Jim Archer's Group Supervision Class on the subject of Counseling of Lesbian, Gay and Bisexual students, May 29, 2002. (*Elaine Casquarelli*)

Nursing & Pharmacy

The College of Nursing and College of Pharmacy tend to be fairly autonomous in their career development activities with students. While we have sought active partnerships with its academic and career advisors, it seems that the demand for our services is not as great as with other colleges. We continue to monitor and upgrade our offerings in the Career Resource Library for the Health Care Careers and will respond to any outreach requests.

- "Resume Preparation" workshop provided to nursing students in February 2002. (*Lisa Severy*)
- CRC staff members, including student assistants from the Career Events staff, provided information tables on three occasions in February 2002 to help students prepare for the Nursing & Health Professions Career Day.

Support to the University Athletic Association

The CRC and the University of Florida Athletic Association (UAA) have a close and active partnership. In conjunction with the UAA Office of Student Life, the CRC offers various programs to help student athletes in their career decision-making and job searching. Some programs for 2001-2002 included:

- Briefing on CRC services and a tour for all freshman and senior student athletes. September 2001 and February 2002. (*Lisa Severy, Nadene Francis*)
- Overview of the GatorTrak© system for all senior athletes. February 2002. (*Brooke Jones*)
- Workshop entitled "Using Your Skills to Market Yourself to Employers" presented to Dr. Keith Carodine's student athlete class. February 2002. (*Elaine Casquarelli*)
- The CRC hosted a table at the Gator Day Career Fair for Student Athletes. March 2002. (*Various Staff*)
- Panel member for University Athletic Association Parent Orientation to UF, June 25 & August 20, 2002. (*Nadene Francis*)
- Hosted freshman SLS Course for CRC tour and introduction to CRC services, February 14, 2002. (*Nadene Francis*)
- Hosted senior athletes, SDS 3340 Career & Lifespan Planning, March 1, 2002. (*Nadene Francis*)
- Hosted "Cover Letter & Job Search Process" presentation, September 29, 2001. (*Nadene Francis*)

Activities for Student Organizations

- Presented an "Interviewing Tips" workshop in conjunction with Procter & Gamble's information session for the Society of Hispanic Engineers and the DIS Society. September 17, 2001. (*Kimberly Raymond*)
- Workshop on "GatorTrak/On-Campus Interviewing" for Sigma Lambda Gamma Multicultural Society. September 24, 2001. (*Kimberly Raymond*)
- Presentation on "Preparing for Graduate School" for Beta Eta Sigma student organization. November 19, 2001. (*Kimberly Raymond*)
- Presented "Resume Preparation, Interviewing Tips, Negotiations, Job Search Strategies, and CRC Services" to the undergraduate student chapter of SHRM (Society for Human Resources Management). January 30, 2002. (*Kimberly Raymond*)
- Presented "Interviewing Tips – How to Market Yourself in an Interview (2-minute Commercial)" to the Student Honors Organization. March 25, 2002. (*Kimberly Raymond*)
- Conducted a tour of the CRC services and resources for MAIB student orientation. June 27, 2002. (*Kimberly Raymond*)
- Presented "Time Management" workshop to PAACT (Pledging to Achieve Academic Competence Together) Program participants. June 28, 2002. (*Kimberly Raymond, Sara Mock*)
- Miss Black & Gold Pageant, Alpha Phi Alpha, interviewed and provided feedback to the contestants, February 2002. (*Saranette Miles*)
- Gator Roundtable, representing the CRC, February 20, 2002. (*Saranette Miles*)

CAREER DEVELOPMENT STAFF

- Lisa E. Severy, Ed. S., NCC, LMHC** ~ Associate Director for Career Development
- Helda Montero, Ed. S., NCC** ~ Senior Assistant Director for Career Education
- Kisa Pendergrass, M.Ed.** ~ Assistant Director for Diversity Programs
- Elaine Casquarelli, Ed.S.** ~ Assistant Director for Graduate Services
- Farouk Dey, M.Ed., MBA** ~ Assistant Director for Career Development
- Linda Adams** ~ Librarian
- Lennette Brown** ~ Credentials Manager
- Shanaz Ali Sawyer** ~ Career Counselor

Career Development Mission Statement

“The Mission of the Career Development Group is to facilitate, empower, and provide a safe and open environment for the process of career developing. Career developing is a continuous process by which individuals enrich their lives through exploration, reflection, and integration of career and personal realities.”

The Career Development group has established these programs to help in fulfilling this mission:

- Career Counseling, including individual counseling and group counseling
- Diversity Programs, including *Gator Launch* and the Cultural Diversity Reception
- The Career Resource Library
- The Career Ambassador Program
- The CRC Student Development Program
- The Credentials Program
- Career Planning and Job Search Strategies Classes
- The Graduate Services Program
- The Mock Interview Program
- The Outreach & Presentations Program
- The Majors Fair

The Career Development group continued to change and grow this year with the introduction of some new and exciting programs, a significant staff change, and more than a few noteworthy accomplishments. This report is designed to provide a snapshot of the 2001-2002 academic year.

The academic year began with a major staff change as Dr. Carlos Hernandez was offered and accepted a position with the University of Florida’s Counseling Center and officially left the CRC on August 20, 2001. Lisa Severy was appointed the Interim

Associate Director for Career Development and was hired in the role permanently after a national search in June 2002. Helda Montero has been promoted to Senior Assistant Director for the Career Development Group, a position Ms. Severy previously held. Shanaz Ali Sawyer resigned her position in December 2001 to resume her graduate studies and to spend more time with her young daughter. Unfortunately, a campus-wide hiring freeze left us unable to fill the two open positions, leaving us one counselor down in the fall semester and

Chart A — Career Development Snapshot 2001-2002

General CRC Traffic	110,299
CRC Library Traffic	60,740
Career Counseling (individual)	750 walk-ins, 457 follow-ups
Cultural Diversity Reception	338 students from 49 organizations and 239 employers from 81 companies
<i>Gator Launch</i>	24 students
Career Resource Library	3,293 holdings
Credentials	1,389 requests processed
CRC Classes	180 students/8 sections
Mock Interviews	307
CRC Outreach Programs	212 presentations with 10,292 attendees

two counselors short in the spring. In order to continue our level of services, Shanaz Sawyer continued to work with us on a part-time basis.

With great excitement, two new staff members have been hired since the freeze was lifted. Kisa Pendergrass joins us as the new Assistant Director for Diversity Programs, and Farouk Dey joins us as the Assistant Director for Career Development. Elaine Casquarelli has changed job functions and will be filling the role of Assistant Director for Graduate Services. To round out our changes, Helda Montero's title has been changed to Senior Assistant Director for Career Education, a title that more accurately reflects her multiple roles.

The Career Resource Center welcomed over 110,000 visitors over the past academic year. Of those, 60,740 visited our Career Resource Library. This represents an almost 5% increase in general traffic and an almost 12% increase in our library traffic from the previous academic year. The following reports summarize the activities that engage those visitors and the programs we take outside of the CRC to meet our constituents wherever they are.

Career Counseling Services

The Career Development Group manages and staffs our career counseling service. This service consists of our career counseling walk-in hours, follow-up individual appointments and, for the first time in the summer semester of 2001, career counseling groups. Our counseling team for 2001-2002 consisted of our Associate Director, two Assistant Directors, and three advanced counseling graduate student interns from the Department of Counselor Education in the College of Education and the Department of Counseling Psychology in the College of Liberal Arts & Sciences.

Despite having about half the staff we usually have, the career counseling team provided 750 counseling walk-in appointments and over 300 individual follow-up appointments. Our first series of career counseling groups, titled "Beyond Undecided," was offered six times with approximately 30 students participating.

The Cultural Diversity Reception

The Cultural Diversity Reception continues to be a mainstay in our diversity programming and in Career

Showcase. In the fall semester of 2001, we hosted 125 employer representatives from 44 companies and 190 students representing 24 diverse organizations. In the spring semester of 2002, 114 employers from 37 companies attended and interacted with 148 students from 25 student organizations. As overall participation with Career Showcase was reduced due to the September 11th tragedy and the general state of the economy, we consider these numbers to be particularly encouraging. In terms of our student attendance, the combined total of participants for the two semesters marks a significant increase over the previous three years. Overall, student attendance was 33% higher than last academic year.

By holding the spring event on the main arena floor, we were able to house more student organizations and even provide live music. As always, both the fall and spring events were well received by participants.

The Gator Launch Program

The *Gator Launch* Minority Career Mentoring Program is designed to assist the University of Florida community with minority recruiting and retention efforts. *Gator Launch* focuses on two key dimensions in college student retention: career development and mentoring. In addition to the Assistant Director for Diversity Programs, the staff also includes a graduate student who serves as the *Gator Launch* Director, and an undergraduate intern.

This year marked the first official full year of *Gator Launch* and the program was a smashing success, with three times as many students as we had for our pilot, one-semester program the previous year. In addition to our on-campus success, the program gained widespread attention as it was presented at two national conferences: the People of Color at Predominately White Institutions Conference in Lincoln, Nebraska, and the American College Personnel Association Conference in Long Beach, California.

This year, our new Assistant Director for Diversity Programs and new *Gator Launch* Director hope to expand the number of participants and increase the utility of the career development seminars.

Diversity Programs

In addition to the specific programs described above, the Assistant Director for Diversity Programs

also participates in on-campus activities as the liaison between diversity and the world of work. For this academic year, these activities included:

- Annual welcoming events (*Black Student Assembly, Asian Student Assembly, Hispanic Student Assembly, the Native American Student Reception, Disability Student Assembly, Organizational Fair, International Student Orientations*).
- Workshops and outreach programs for international students.
- Annual Multicultural Awards Program, sponsored by the Vice President for Student Affairs.
- Career Resource Center Library, diversity concerns section.

Career Resource Library

The Career Resource Library offers information on many areas pertaining to academic and occupational exploration, such as majors and career fields, internships and co-ops, graduate school, employers and companies, and job search strategies. Our current holdings include 1,657 books or directories; 109 different magazines, periodicals and newsletters; 1,378 pieces of employer literature; 104 computer disks or CD-ROMs; and 290 videos.

Career Ambassador Program

The Career Ambassador Program has continued to grow and develop during the 2001-2002 academic year, as it has since its inception in January of 1996. Currently there are seven undergraduate students providing peer advising and educational services for our constituents.

The Ambassadors staff peer advising hours in the CRC library, provide mock interviews, assist students with SIGI-Plus and the Majors Card Sort, provide workshops on choosing a major, and conduct outreach presentations on CRC services, resume preparation, interviewing techniques, and job search strategies.

In addition to these year-round programs, the Career Ambassadors also staff Resume Medic. The Ambassadors, along with any available CRC staff member, take over the interview modules and meet with students to review and make recommendations for

revising their resumes. In the 2001-2002 academic year, 553 students had their resumes reviewed through this service.

CRC Student Development Program

Over the last three years, the CRC has engaged in a comprehensive overhaul of our policies and procedures regarding our student staff. To accomplish this, the Student Development Committee, including representatives from all functional areas, formed to address the complete employment cycle spanning from recruitment to graduation. This committee, chaired by Helda Montero, established a set of goals that encompassed employment standards, an official recognition program, employment evaluation and feedback, a standardized intake process, improved quality of work experience, and the development of a standardized orientation training program. The program has been very successful in meeting these goals, including the following highlights:

Recognition Program – The Student Development Committee created several awards to recognize our outstanding undergraduate and graduate student employees. Ten times a year, one student assistant from each team will receive an Award of Excellence. From this pool an Undergraduate and Graduate Student of the Year is selected at the close of the spring semester. In addition to this formal procedure, a *Spotlight Award* can be presented to a student by a staff member or fellow student at any time as immediate feedback for a job well done.

Employment Evaluation & Feedback – Strong evaluation and feedback procedures are the key to continued excellence. Semester evaluation forms, which are tied directly to salary increases, provide frequent, specific feedback on both strengths and weaknesses. The evaluation process is developmental in nature to foster strong partnerships between supervisors and students. To continue this partnership, student staff members are also given the opportunity to evaluate their supervisors as well as the quality of their work environment. The committee also appointed a CRC Ombudsman to work with students who are having difficulty with a supervisor.

Quality of Work – Fostering the professional development of all our employees continues to be a goal at the CRC. In an effort to provide these opportunities

for our student staff, the Student Development Committee created the P³ (Peer Preparation Program). Interested students will work on developing and organizing training opportunities as requested or needed by their peers.

Training Program –As “*lack of training*” is cited as the number one cause for staff turnover, new student staff to the CRC receive a comprehensive orientation to the CRC and student services. Undergraduate student assistants will receive their general orientation via an online training program followed by on-the-job training by their individual supervisors. Graduate Assistants participate in a 40-hour comprehensive orientation the week prior to commencing their appointments.

Credentials

The credentials program houses academic records, including transcripts, letters of recommendation, teaching evaluations, and other professional documents for students and alumni. For a small processing fee and at the written request of the student, CRC staff forward these credentials to potential employers or graduate schools.

The 2001-2002 academic year saw a number of changes in the credentials program. The move to a database format last year led to an interactive, on-line system that was launched in the summer of 2002. Students now have the capability to see the content of their files and request the mailing of specific documents to specific employers. This automated system should permit all Credentials Service staff to process requests more quickly and more accurately. In order to make the new system functional, every student file had to be updated, read, and entered accurately into the database. Credentials service staff, and especially Lennette Brown, the Credentials Manager, put in countless hours of work and attention to detail to make the program successful. In the 2001-2002 academic year, the Career Resource Center processed 1,389 credentials requests.

Now that the new system is up and running, goals for the new year include marketing the new program across campus and increasing the number of students and alumni who utilize this valuable service. In a time when many career centers across the country are eliminating their credentials service as too costly and labor intensive, the CRC is looking to expand through

technological development and commitment to servicing the needs of all students.

Career Planning & Job Search Strategies Classes

The CRC education program continues its tradition of excellence by offering two career development courses: *Career Planning* (SLS 2301) geared toward Freshmen and Sophomores beginning their career exploration and *Job Search Strategies* (SLS 2302) for Juniors and Seniors exploring career planning and job searching. The classes are taught by staff and advanced graduate students, and the CRC offered two sections of each class in both the fall and spring semesters. A total of 240 students enrolled in those eight sections for the fall 2001-spring 2002 academic year, which is a 30% increase over last year.

Graduate Services

Although this position was one of the vacant assistant directorships frozen this year, service to graduate students continued. Workshops provided both inside the CRC and to departments on campus included *The Curriculum Vita*, *Marketing Your Master's or PhD Outside of Academia*, and *The Academic Job Search*. In addition, the CRC library continued to add to our section for the graduate students with materials such as books about the job search in academia, marketing your skills outside of academia, and career change resources.

Mock Interview Program

The Mock Interview Program continued to be one of the most popular services provided by the CRC. The program provides UF students the opportunity to practice their interview techniques with a CRC Career Ambassador. The prospective candidate is interviewed and given constructive feedback about his/her interviewing techniques. Areas of particular strength are noted, as well as those in need of improvement.

During the 2001-2002 school year, 307 mock interview appointments were available to students. Because the program is continuously in demand, plans are in the works to expand the number of appointments available to students for the upcoming year.

Outreach & Presentation Program

As most career centers around the country have come to recognize, meeting students where they congregate can be more effective than enticing them to come into the career center itself. Between the use of web technology and the expansion of outreach services the “Career Center Without Walls” is becoming a reality. Our Outreach Program includes services for student organizations, UF courses, liaison-specific requests, residence hall presentations, and joint programming with partners within the Division of Student Affairs. Our Career Ambassador Peer Advising group and CRC professional staff members staff the Outreach Program. In addition to campus and community outreach, CRC staff also give presentations across the state and country related to career services.

During the academic year of 2001-2002, the Outreach & Presentation Program providers offered 212 presentations for 10,292 attendees. Even with the two professional positions held frozen due to funding cuts, this represents an increase of more than 23% over the number of attendees last year.

Majors Fair

Our Majors Fair once again proved successful in its third showing during the fall of 2001. The Majors Fair offers undecided students the opportunity to learn about the variety of majors available to them at the University of Florida. Advising representatives from 14 UF colleges and schools provided information about their programs in an effort to help students consider academic options.

CAREER NETWORKS STAFF

Richard D. Sayers, Ed. S. ~ Associate Director for Career Networks
Saranette D. Miles, M. Ed. ~ Senior Assistant Director for Employer Relations
Sara C. Mock, M. A. ~ Assistant Director for Experiential Education
Kimberly Raymond, M. A. ~ Assistant Director for Employer Relations & Client Services
Catherine Lawton, B. A. ~ Assistant Director for Experiential Education (*Interim*)
Lucas Wall, M. A. ~ Assistant Director for Career Events
Rachel Spier, M. S. ~ Assistant Director for Alumni Networks
Nancy Leitner ~ Information Specialist
Judy Arzie ~ Experiential Education Coordinator
Phyllis Peña ~ Scheduling Coordinator

The Career Networks Group is involved in a complex set of interrelated activities, all of which involve the objective of facilitating the interaction between employers and students. The group's focus is on preparing students to effectively recognize, explore and pursue career opportunities. Within the Career Networks umbrella are three primary functions, the first related to Experiential Education (Co-op, Internship, and Externship Programs), the second to the organization and execution of career events which bring students and employers together, and the third is associated with the myriad of recruiting activities, such as resume referral, recruiting systems and management, as well as employer relations/development.

The CN Group would characterize 2001-2002 year as challenging on all fronts because of continued weakness in the economy. In spite of the challenges, the CN Group was able to assist UF students "beat the odds" as the number of organizations recruiting at the CRC declined only about 33% compared to national averages of 40-50%. The tighter job market generated significantly more demand by students for programs and services. Our student clients recognized in increasing numbers that the jobs were going to go to those would could prepare themselves effectively. The CN Group is proud to have been a contributor in helping UF students exceed the national norms in retaining recruiting levels.

This year also saw a continuation of the reorganization of the Career Networks Group. This reorganization enabled our group to place more emphasis on customer service and the gathering of data of significance to students, faculty and employers.

EXPERIENTIAL EDUCATION PROGRAMS

The Experiential Education Programs (Cooperative Education, Internships, and Externships) provide a link between academic studies and work through career-related experience opportunities. These opportunities allow students to explore or confirm a career choice, gain experience in a particular field, increase their marketability in the job market, develop a professional network, and perhaps earn money and/or college credits.

Each of the Experiential Education Programs are partially supported by Job Location & Development

(JLD) funds as part of the U. S. Department of Education Federal Work/Study Program, and are geared toward providing off-campus, career-related experience opportunities for students prior to graduation. These programs are not based on a demonstrated financial need, and are open to any student enrolled at the University of Florida.

The activities of all three programs for 2001-2002 are described on the next page, along with supporting data in charts.

Externships

The Externship Program was created last year to assist students who are in the initial stage of career exploration. This program enables the CRC to assist students at all stages of the developmental spectrum, as it relates to their career exploration, learning and development.

The program, which is run during Spring Break week, included 30 students from a wide variety of academic majors and career interest areas. Students provided information about their career interest areas and the city in which they would like to do their externship, and Experiential Education staff members contacted professionals in those respective cities and industries to find externship hosts for the students. Participation was up 50% from last year.

Internships

The Internship Program at the Career Resource Center is essentially a clearing house of internship opportunities for all students seeking career-related experience. Students seeking internships may register with the CRC (via the **GatorTRAK**® System) to take advantage of on-campus interviewing activity and resume referrals. The CRC also provides an on-line internship database that allows students to apply directly to internships companies of interest.

The CRC Internship Program facilitates the connection between students and employers via the on-line internship database, the Career Showcase, and on-campus interviewing activity. For the 2001-2002 academic year, 1,350 i n t e r n s h i p opportunities were listed in the database.

Cooperative Education

The Co-op Program provides opportunities for students to gain paid, practical work experience as part of

their education. Within the *alternating program*, students work in full-time, career-related positions and alternate between semesters of work and school, while in the *parallel program* students work in part-time positions, allowing them to continue their academic studies while they gain work experience.

As is occurring nationally, during the past academic year, student participation in the Co-op Program decreased compared to 2000-2001. This reflects the trend away from multiple-year co-op commitments to shorter, one- and two-semester experiences, such as internships. Please see Chart B, below, for diversity of 2001-2002 Co-op participants.

Summary

Experiential Education offers a widening variety of career-related work experiences for all University of Florida students through Externship, Internship and Cooperative Education Programs.

The Externship Program offers students in the beginning stages of their career development the chance to explore careers without a semester-long (or longer) commitment to a company.

The Internship Program continues to show exceptional growth. Internships are well received among students because they offer great flexibility in employment options, and positions are offered to students from a wide range of academic majors. Increasingly students are seeking international work experiences.

Chart B ~ Cooperative Education Participation 2001-2002

	<u>Males</u>	<u>Females</u>	<u>Total</u>	<u>Percent</u>
Asian/Pacific Islander	11	2	13	13.5%
African American	2	0	2	2.1%
Hispanic	17	3	20	20.8%
Native American	0	0	0	0%
Other Minorities	0	0	0	0%
White	<u>43</u>	<u>18</u>	<u>61</u>	<u>63.5%</u>
Totals	73	23	96	100%
Percentage of women and minorities participating in co-op assignments = 57.0%				

The Co-op Program continues to provide a comprehensive experience to students willing to make the commitment of more than one semester.

Collaboration efforts with the Center for Retailing Education & Research continue to provide increased opportunities in retail-related internships. The efforts of the Retail Center's staff to educate, promote internship

opportunities, and partner in the management of interview schedules has provided students significantly increased internship opportunities. For the second year, collaboration with the Electrical Engineering Department provides students with guidance before they leave for their internship/co-op experiences and assists the academic department with coordination of student and employer evaluation forms.

EMPLOYER RELATIONS

Adjusting our Efforts

The 2001-2002 recruiting activity showed definite signs of a weak economy. Employers continued a very low level of hiring activity, and manufacturing, construction and retail sectors were hiring in severely reduced numbers from the previous levels.

The CRC adjusted accordingly and worked with employers to maximize the utility of their recruiting efforts. Our staff encouraged recruiting at UF by working out better ways to connect with candidates, and better ways to perform pre-selection of those candidates. An employer workshop series was continued, which produced excellent student and employer feedback.

Recruitment Activity

Though the university found itself on an increasing number of companies' "target schedule" lists, the total hiring by those employers dropped off markedly. The result was a decline in interview activity during the 2001-2002 school year. A total of 325 employers ran 822 interview schedules. Those schedules resulted in 7,158 interviews being held at the CRC (Chart D, page 23).

The slowdown in the economy was evidenced in the reduction of jobs listed at JobTrak®. There were 11,026 jobs listed compared with 18,824 the previous year (Chart F, page 26).

Employers are doing much more pre-selection of candidates and expected higher recruiting effectiveness from their efforts. To that end, the Employer Relations group developed changes in methods and introduced innovative uses of technology to assist in the recruitment of UF students and alumni.

Increased Use of Technology

The GatorTrak® web-based scheduling system saw a modest gain in student registrations and more web-based recruiting applications aimed at improving and simplifying recruiting logistics were introduced this year. GatorTrak® student registration rose to over 7,800 interview-eligible students. A demographic breakdown of the GatorTrak® can be found in Chart E, page 24.

This year we re-introduced the Gator Locator® resume search service, which provides better resume access for employers and, as such, has increased the quality of the pre-select pool chosen by the employer.

The CRC improved its web pages and students were better able to search for job opportunities, research companies, and network. Similarly, web page changes made it easier for employers to connect with students and market themselves.

Other CRC web-based applications, which were enhanced, included on-line registration for career events, on-line newsletters, on-line career articles, increased numbers of career-related links off our library pages, opportunity alerts, and reminder systems for interview schedules and information sessions.

Minority Participation

In 2001-2002, the CRC continued to develop or participate in initiatives to build the gender and ethnic makeup of the students registered with the Center and attending the University. Special outreach programs were given to minority societies in several colleges. The CRC publicized and co-sponsored events that promote relationship development between students and

employers. For example, in conjunction with Career Showcase a number of receptions and networking activities were held. These events included, but were not limited to, Graduate Women in Business Conference, Society of Women Engineers' Evening with Industry, Hispanic Engineering Society's Employer Workshops, National Society of Black Engineers Employer Series, and the Minority Business Society's Professional Series, which included an etiquette dinner event.

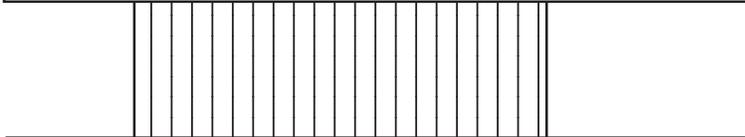
data of significance to our users. An employer satisfaction survey was completed to assess satisfaction with the CRC's services. The results were very gratifying, in that 86% of the 400+ respondents rated the quality of service Very Good or Excellent when compared to other schools at which they recruit.

Reorganization – Increased Customer Satisfaction

In this past year, the Career Networks group realigned responsibilities to create a greater focus on customer satisfaction and on gathering and reporting

The Career Resource Center regularly contributes job offer data to the NACE National Salary Survey. Additionally, recruiter evaluations of candidates are being gathered in order to supply feedback to students (upon request) and to curriculum committees as requested for their program improvement efforts. Thus, our reorganization is improving our partnership with students, faculty, administrators and alumni.

Chart C ~ On-Campus Interview Statistics						
Category	1997-98	1998-99	1999-00	2000-01	2001-02	% Change From Previous Year
<i>Employers Visiting</i>	665	689	566	432	325	- 32.9%
<i>Schedules</i>	1,711	1,755	1,379	1,145	822	- 39.3%
<i>Students Interviewed</i>	12,829	12,987	11,946	9,975	7,158	- 39.4%



Gender Composition of		
Men	8,539	56.0%
Women	6,498	43.0%
Not Specified	<u>169</u>	<u>1.0%</u>

Chart D ~ GatorTRAK© Demographics					
Demographic Category	2000-2001		2001-2002		Enrollment Increase
	Enrollment	Percentage	Enrollment	Percentage	
African American/Black	774	6.18%	998	6.6%	+ 22.4%
Asian/Pacific Islander	1,724	13.79%	2,037	13.4%	+ 15.4%
Caucasian/Non-Hispanic	7,596	60.72%	9,173	60.3%	+ 17.2%
Hispanic/Latino(a)	1,289	10.30%	1,600	10.5%	+ 19.4%
Multicultural	238	1.9%	290	1.9%	+ 17.9%
Native/Alaskan American	21	.16%	30	.2%	+ 30.0%
Did Not Wish to Provide	482	3.86%	635	4.18%	+ 24.1%
Other	<u>387</u>	<u>4.0%</u>	<u>443</u>	<u>2.91%</u>	<u>+ 12.6%</u>
Total	12,511	100%	12,511	100%	

Chart E ~ MonsterTrak® Job Postings

September 1, 2001 ~ August 31, 2002

<u>Category Description</u>	<u>Full-Time</u>	<u>Part-Time</u>	<u>Intern</u>	<u>Summer</u>	<u>Part-Full Time</u>	<u>Full Time Exper.</u>	<u>Co-op Educ.</u>	<u>Volunteer</u>	<u>Total</u>
Agricultural/Natural Res.	19	0	127	2	0	9	8	4	169
Architecture & Interior Des.	12	0	24	0	0	3	0	4	43
Life Sciences	99	4	221	3	3	50	0	0	380
Business & Management	256	16	109	2	10	43	0	5	441
Accounting & Finance	401	9	60	6	5	69	0	9	559
Advertising, Marketing, PR	59	29	166	12	21	12	7	12	319
Sales	316	38	32	1	53	33	5	1	479
Warehouse/Delivery	16	5	0	2	0	0	0	0	23
Administrative & Support	82	12	109	4	5	35	0	9	256
Customer Service	85	9	2	3	3	4	0	2	108
Operations, Purchasing	23	0	5	0	0	8	1	0	37
Human Res. & Labor Rel.	40	2	33	0	0	9	1	0	85
Communications/Media	10	10	206	0	4	10	1	5	255
Computers-Software	82	3	33	4	3	30	0	3	158
Computers-Hardware	10	0	8	0	1	2	0	1	22
Computers-Info Systems	43	0	58	1	4	17	0	6	129
Education-Post Secondary	8	0	0	0	0	12	0	0	20
Education-Teaching Elem.	364	69	21	0	20	91	0	8	573
Education-Teaching Middle	229	17	20	0	9	90	1	10	376
Education-Teaching Second.	734	72	24	5	37	238	0	3	1,113
Education-Teaching Post Sec.	25	0	0	0	1	20	0	1	47
Education-K-12 Admin	87	7	9	1	5	295	1	3	408
Education-Teaching Special	336	32	0	0	19	83	0	1	471
Education-Tutoring	7	8	19	0	1	1	0	8	44
Education-Other	314	124	201	19	50	163	1	10	882
Engineering-Other	231	5	40	0	1	37	3	0	317
Engineering-Chemical	2	0	8	0	0	3	0	0	13
Engineering-Civil	104	0	21	1	0	22	2	0	150
Engineering-Electrical	81	3	6	0	2	19	2	0	113
Engineering-Industrial	13	0	0	0	0	4	0	0	17
Engineering-Material Science	7	0	3	0	0	3	0	0	13
Engineering-Mechanical	57	1	1	0	9	17	0	0	85
Construction & Trades	22	0	8	2	0	7	0	15	54
Maritime & Related Industry	0	1	1	0	0	0	0	0	2
Fine & Applied Arts	5	5	75	3	1	0	0	8	97
Graphic/Commercial Arts	3	0	48	0	0	1	0	11	63
Healthcare	133	7	66	4	12	20	0	10	252
In-Home (Private Residence)	2	0	0	4	1	0	0	2	9
Law	69	1	33	0	0	4	0	8	115
Law Enforcement & Security	29	10	13	0	0	0	0	1	43
Research & Library Science	28	1	49	0	1	5	0	0	84
Physical Science	32	0	20	2	2	19	2	0	77
Psychology	51	1	11	0	5	20	0	8	88
Non-Profit, Social & Comm.	117	6	1,424	6	7	54	6	111	1,731
Parks & Recreation	29	0	114	46	2	3	1	7	202
Religious Science	0	0	7	0	0	0	0	1	7
Commercial & Food Service	5	4	2	1	1	0	0	0	13
Hotel & Restaurant Mgt.	7	0	5	0	0	2	0	0	14
Consulting-Other	19	0	3	0	0	4	0	0	26
Consulting-Management	3	1	1	0	2	2	0	0	9
Consulting-Technical	2	0	14	0	2	2	0	0	19
Other	0	0	12	0	0	3	0	1	16
TOTALS	4,717	502	3,472	135	301	1,578	42	279	11,026

CAREER EVENTS

Companies find that the University of Florida career days offer them high visibility and give them the opportunity to identify students to interview during the company's on-campus interview visit(s) during the recruiting season. Opportunities include Cooperative Education positions, Internships, and full-time employment. It should also be noted that the CRC's events offer UF students the ability to develop leadership experience as volunteer directors and staff that facilitate the running of these events. Hundreds of student volunteers build valuable work/leadership experience while helping facilitate these events.

During the 2001-2002 academic year, the Career Resource Center hosted nine events, plus co-hosted the annual Statewide Job Fair, and held an on-line job fair. While the economy reduced company attendance by one-third, the CRC fared well in comparison to many other universities that saw drops of over 40-45 percent. Student attendance at career fairs remained strong, though, topping 14,000 for only the second year. Student and employer participation are shown by event in Chart F (page 26).

FAIR DESCRIPTIONS

- **Career Showcase** is normally held in September and January of each year in the Stephen C. O'Connell Center and is preceded by a week of events to educate and inform students about their career development and job search. The events taking place in conjunction with the job fair include Showcase Cinema, Showcase Fashion Show, Resume Medic, and employe resume critiques. Showcase offers students and alumni a chance to discuss opportunities for internship, cooperative education, and full-time career and employment positions with employers. About 300 companies and 6,000 students attend each semester.
- **Graduate & Professional Schools Day** is held in late October/early November. For students interested in attending graduate school or other advanced degree training programs after completing their baccalaureate degree. Approximately 90 institutions and other organizations attend this special day.
- **Agriculture & Natural Resources Career Day**, held each February, is a specialized fair that is targeted to employers and students in the agriculture, agribusiness, and natural resources industries. Between 30-50 employers and 350 students attend this career day each year.
- **Nursing & Health Professions Career Day** is in March. Students from the Colleges of Nursing, Health & Human Performance, and Health Professions take this opportunity to meet with representatives from various hospitals, health care organizations, medical companies, and other employers of health care professionals.
- **Summer Camp Recruitment Day** is primarily for education, recreation, fine arts, counselor education, health-related, nutrition and other majors wishing to work in a summer camp environment. Some 25-30 organizations normally attend.
- **Education Recruitment Day** is held each April. This event attracts an average of 50 school districts and educational institutions from Florida and Georgia. Employers can connect with a diverse representation of students who are interested in teaching all disciplines and grade levels.

Chart F ~ Career Day Programs ~ Employer/Student Participation

<u>Activity</u>	<u>1998-1999</u>		<u>1999-2000</u>		<u>2000-2001</u>		<u>2001-2002</u>	
	<u>Employers</u>	<u>Students</u>	<u>Employers</u>	<u>Students</u>	<u>Employers</u>	<u>Students</u>	<u>Employers</u>	<u>Students</u>
** <i>Fall Showcase</i>	380	5,777	493	5,817	561	6,800	244	6,332
<i>Graduate/Professional School Day</i>	77	235	98	482	96	503	90	625
** <i>Spring Showcase</i> ...	388	4,649	383	4,938	416	6,194	193	6,100
<i>Agricultural & Natural Resources Career Day</i>	50	458	31	376	37	370	32	275
<i>Nursing & Health Professions Career Day</i>	29	370	30	178	34	156	22	185
<i>Spring Opportunities Fair</i>	n/a	n/a	n/a	n/a	n/a	n/a	25	350
<i>Education Recruitment Day</i>	46	244	48	282	72	302	44	265
<i>Summer Camp Day</i>	39	160	25	202	24	n/a	13	170
<i>Virtual Career Fair</i>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>n/a</u>	<u>27</u>	<u>561</u>	<u>20</u>	<u>442</u>
Totals	781	8,557	815	8,893	1,045	11,240	683	14,744

** Figures for previous Career Showcases have been adjusted based on the consolidation of date for Career Expo and the Co-op & Internship Fair, which have been consolidated into the single Career Showcase event.

DIRECTOR, INFORMATION TECHNOLOGY, & OPERATIONS SUPPORT STAFF

Wayne Wallace, Ph. D. ~ Director

William K. Lewis, MCP, MCT ~ Assistant Director for Systems Management & Development

William V. Carnes, M. A. ~ Associate Director for Operations Support

Nadene R. Francis, B. S. ~ Assistant Director for Public Relations

Joan B. Halliday ~ Accountant

Kevin Riggs, B. S. ~ Fiscal Assistant

General

The Career Resource Center remains unique among university career centers in having a separate staff section devoted to administrative, fiscal and technological support to the center's operational activities. As in past years, we continue to host visitors from other centers and field inquiries about this distinctive operation.

The Technical Operations group that was created in 2000 continues to help develop our growing technological infrastructure. The current Assistant Director for Systems Management & Development, William K. Lewis, remains directly subordinate to the Director (see Chart H, page 36). However, in May 2002, the then-Assistant Director for System Management, Stephen R. Fooks, left the CRC for a position at the Vice Provost's IT office, and the vacant line will eventually be reclassified as a more technical position and hiring should take place at the end of 2002.

Bill Lewis, and eventually the technical specialist, work in collaboration with the Senior Assistant Director for Career Education on the Career Development staff, and the Senior Assistant Director for Employer Relations with the Career Networks group.

They are responsible for all computer operations, including the development of computer strategies and programs, purchase of hardware and software, training of staff members, development and implementation of computer programs, computer support to CRC operations, and documentation.

In mid-February 2002, our Fiscal Assistant who had been hired in April 2001, was discharged for misappropriation of funds and was subsequently

criminally prosecuted and sentenced for the crimes. The then-Student Fiscal Assistant, who has been the driving force in our conversion from a purely spreadsheet accounting process to Quick Books Pro (QBP) for Fiscal Year 2002-2003, Kevin E. Riggs, was offered the Fiscal Assistant position and accepted effective May 10, 2002.

One of the major activities during this period was the fiscal and operational review by the Inspector General's office. One of the inspector's recommendations was that we move from spreadsheet-based accounting to something more sophisticated, and the application Quick Books Pro was suggested, as it has been successfully used in many offices on campus. We purchased a demo of the software and Kevin worked tirelessly to review and put it through its paces to see if it would work for us. When it was clear that the software would significantly improve all fiscal and reporting activities, we purchased five copies and prepared for the transition to QBP on July 1, 2002.

This coming Fiscal Year will be a year of "learning" and "fine-tuning" the system

As in the past, the Operations Support group remains responsible for the following key functions and areas:

- All administrative activities, to include correspondence (incoming and outgoing), documentation, forms, and other such functions not delegated or assumed elsewhere in the CRC.
- Financial operations, including budgeting, purchasing, invoicing, accounting, receipt of materials, disbursement of funds, and the provision of financial

analysis and reports to CRC decision makers, along with recommendations and options.

- Payroll actions for permanent staff, student assistants, and paid interns. Coordination of payroll actions for graduate assistants (when assigned) with their sponsoring colleges and departments.

- Publications and arts & graphics support to CRC staff members and programs, events, or activities sponsored by the CRC. This includes development and publication of such materials as advertisements, flyers, forms, documents, brochures, manuals, reports, signs and similar items, as required. Operations Support is specifically responsible for the *Gator Career Guide*, *Employer Resource Guide*, *Estimate of Graduates*, *Invitation to Recruit*, the CRC Annual Report, and others in the process of development.

- Management of all leave records and input into the automated leave management system.

- Facilities management, including renovation, housekeeping, repair, purchases, and moving operations.

- Management and inventory of all real property items assigned to the Center.

Fiscal Operations

The Center's accountant and staff are responsible for the management, accounting and oversight of seven separate state, agency, Job Location & Development (Federal JLD funds), and several UF Foundation accounts.

As in the past, very tight accounting procedures are employed to maintain the tightest controls over the Center's limited funding. Statistical accounting reports are prepared monthly, quarterly, annually, and as required to provide the Director and other decision makers with the fiscal information necessary for effective management. Innovative computer applications are used to generate reports and to help in the fiscal management of unique CRC programs.

In the second half of this academic year, we made chose to make the leap from a mismatched collection of often unrelated Excel spreadsheets for fiscal management to a more sophisticated integrated system – Quick Books

Pro. The system was tested and layouts prototyped in the spring of 2002, and by the start of the 2003 fiscal year on July 1st we had made the data transition and

Information Technology

The Information Technology (IT) staff continued to support the office's use of **GatorTRAK®**. They work very closely with the Career Networks group, vendor representatives, and technical support personnel to ensure the accuracy, viability, and efficiency of the system, and to ensure that it meets an often changing need.

World Wide Web

We continue to refine our presence on the World Wide Web (WWW). Throughout this reporting period, the permanently-established CRC Web Committee tackled the problem of accuracy and content of the materials on our web site and the overall appearance of the web presence. There were approximately 9.2 million individual "hits" to our web site during this period.

But, we continue to work on enhancing the look of the site and improving its usability by our many customers.

Print Materials & Graphics

One of the key functions of Operations Support remains the design, development, preparation and production of relatively sophisticated graphics and publications to support both general CRC operations and programs and for individual staff members and their activities or events.

However, as reported many times in the past, credit is also due to individual staff members and other staff areas who continue to create and promulgate increasingly sophisticated materials on their own.

During the period of this report, we continued to refine and reformat many of our printed materials. The group, principally the new Assistant Director for Public Relations, has again completely updated and reissued the following CRC publications:

- *Gator Career Guide* ~ For the eighth consecutive year Future 1st Global, Inc. of Marietta, Georgia,

provided us 12,250 copies of our student guide. The 2001-2002 edition, published in August 2001, was made available to students in mid-September. The page design and layout featuring a more contemporary, open corporate format, was new for this edition. The text was further simplified and featured contemporary graphics and sidebar information.

- *Employer Resource Guide* ~ This year, we took our first steps toward a self-sustaining publication, one that would pay for itself. Advertising space was sold to local hotels and restaurants, and in this initial effort we were able to recoup approximately two-thirds of our production costs for the guide and its two companion employer-focused publications. The guide was printed in an eye-catching 8x8 inch size, which is easier for the employers to carry with them in briefcase or calendar planner. Nearly 1,500 were distributed to employers.

- *Estimate of Graduates* ~ The 2001-2002 issue of this pamphlet was published in July, and rather than include the data as an appendix to the *Employer Resource Guide*, as was done last year, it was placed on the Center's website to provide anyone easy access to the material. Again, the look and content has not changed significantly over the past year, but many of the colleges represented made updates to the majors offered.

The Center's three staff groups continue to collaborate with one another on the creation and expansion of a series of Career Handouts covering a variety of key career-related subjects. Individual teams or staff members prepared the material on subjects pertinent to their team's area(s) of responsibility, and they were reviewed for accuracy and consistency by the

Associate Director for Career Development.

Physical Facilities

In general, this was a quiet period for the CRC. Construction of the ballroom above us continued at a leisurely pace, interrupting the Center's activities only occasionally for the routing of data cable or electrical wiring through our ceiling to the ballroom's floor.

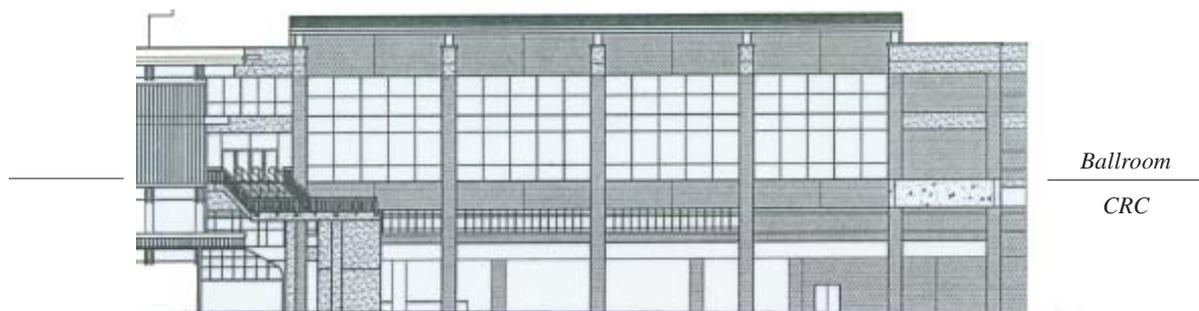
There was no major renovations or reconfigurations to the CRC, with only a few office relocations and the changes to functional usage of several rooms. For example:

A wall was constructed across the large multimedia studio to create two offices – eliminating the collapsible divider – one for our Assistant Director for Diversity Programs, and the other to be shared by the *Gator Launch* staff.

Other staff relocations saw additional office space being provided to graduate assistants, the re-location of the mock interview program to the office at the very front of the facility, and an additional workroom was created on the north hallway to house the students working on the various career events.

This displaced the Assistant Director for Public Relations, who was re-located in the office space vacated by the mock interview program.

No particular net gain in office space, because the multimedia studio was being used for offices anyway, but the solid wall now ensures greater privacy and the other office relocations increased individual space and contribute to better efficiency and communications.



*Reitz Union Grand Ballroom
Above the Career Resource Center (North Side View)
Operational August 2002*

STAFF PROFESSIONAL ACTIVITIES

Professional staff members are encouraged to attend conventions, conferences, professional development seminars, and workshops, participate in on-campus workshops and on task forces, and become involved in other activities that foster their career development and represent the CRC.

Again this year, many of the support staff were able to take advantage of these opportunities as well.

Awards or Professional Honors

Presidential Invitee to the "Emerging Ideas" retreat, ACA Conference 2002. (*Helda Montero*)

Superior Accomplishment Award (2nd Award), Administrative & Professional Category, Division of Student Affairs, March 2002. (*Vince Carnes*)

Certifications & Licensures

Recognized by the National Career Development Association (NCDA) as a "Master Career Counselor," February 2002. (*Lisa Severy*)

Publications

Davison-Aviles, R. N. & Montero, H. (2002). Career Counseling with Latinas in the U. S. *Career Planning & Development Journal*. (*Helda Montero*)

Severy, L. E. (2002). What's the Story? Postmodern career counseling in student affairs. *Journal of College Student Development*, 43(1), 84-92. (*Lisa Severy*)

Pursuing Nonprofit and Government Career Options. CLASNotes: The University of Florida College of Liberal Arts & Sciences, Vol. 16(5), p. 7. (*Elaine Casquarelli*)

Conference, Convention & Special Presentations

"Bringing Your Identity to Work: Issues for Lesbian and Bisexual Women," 2002 Women's Leadership Conference, University of Florida, Gainesville, January 2002. (*Elaine Casquarelli*)

"Career Counseling with Latinas in the U.S.: Emerging Theories and Interventions," American Counseling Association (ACA), July 2002

"Connecting Diversity on Campus," Southeast Association of Colleges & Employers (SACE), November 2001, Hilton Head, SC. (*Saranette Miles*)

"Gator Launch: Developing a Minority Career Mentoring Program," at the American College Personnel Association (ACPA) Convention, March 2002, Long Beach, CA. (*Lisa Severy*)

"Gator Launch: Developing a Minority Career Mentoring Program," at the People of Color in Predominately White Institutions Sixth Annual Conference, "Recruitment and Retentions of Students, Faculty and Staff of Color," October 2001, Lincoln, NB. (*Lisa Severy, Jeremy Kaplan*)

NACELink project organized and developed by seven career centers around the nation to reinvent our data management paradigm, as set forth in the NACELink article elsewhere in this report. Meetings in Philadelphia, San Diego, Chicago, St. Louis, Tampa and Indianapolis throughout the year. (*Wayne Wallace*)

"Strategic Management of Web Development and Change," SACE Annual Conference, December 3-5, 2001, Hilton Head, SC. (*Wayne Wallace*)

"Strategic Management of Web Development and Change," National Association of Colleges & Employers (NACE) Tech Forum, May 1-3, 2002, Charlotte, NC. (*Wayne Wallace*)

Conferences & Conventions Attended

American College Personnel Association (ACPA) Summer Leadership Meeting, July 2002, Colorado State University, CO. (*Helda Montero*)

American College Personnel Association (ACPA) Annual Convention, March 2002, Long Beach, CA. (*Helda Montero, Lisa Severy*)

ACPA Mid-Year Meeting, ACPA SCW, October 2001. (*Helda Montero*)

American Counseling Association (ACA) Annual Conference, March 21-26, 2002, New Orleans, LA. (*Elaine Casquarelli, Helda Montero, Shanaz Sawyer*)

Association of Graduate Career Advisors Services (AGCAS) Biennial Conference, September 4-7, 2001, Keele University, England. (*Wayne Wallace*)

Black Gospel Choir Atlanta Tour, March 2002. (*Saranette Miles*)

Florida Public Relations Association (FPRA) Mini-Conference, April 12, 2002, Gainesville. (*Vince Carnes, Nadene Francis*)

Human Relations Florida Annual Leadership Conference, January 12, 2002, Orlando. (*Kimberly Raymond*)

Lambda Theta Alpha Sorority, panel member on Women & Resources, October 9, 2001, Gainesville. (*Nadene Francis*)

Monster.com special board meeting, Olympic event activity, February 18-22, Salt Lake City, UT. (*Wayne Wallace*)

National Society for Experiential Education (NSEE), October 25-27, 2001, Orlando. (*Kimberly Raymond, Sara Mock, Judy Arzie*)

National Association of Student Personnel Administrators (NASPA) National Conference, March 3-6, 2002, Boston, MA. (*Sara Mock*)

NACE Technology Forum, National Institute, May 1-3, 2002, Charlotte, NC. (*Wayne Wallace*)

Society of Women Engineers Southeast Regional Conference, University of Florida Campus, March 23, 2002. (*Rick Sayers, Nadene Francis*)

Southeastern Association of Colleges & Employers (SACE), December 2-5, 2001, Hilton Head, SC. (*Rick Sayers, Kimberly Raymond, Saranette Miles, Lucas Wall, Wayne Wallace*)

University Network Annual Meeting, May 20-23, 2002, New York, NY. (*Wayne Wallace*)

Employer & Institutional Visits/Conferences

Career Services Unit (CSU), Professional Association, National Office, September 8, 2001, Manchester, England. (*Wayne Wallace*)

CH2M Hill, Gainesville, February 2002. (*Sara Mock, Nadene Francis, Judy Arzie, Kimberly Raymond*),

Corvette Manufacturing Facility, site visit and tour, June 18, 2002, Bowling Green, KY. (*Wayne Wallace*)

E-Recruiting Association, site visit in conjunction with NACELink partnership, May 13, 2002, Indianapolis, IN. (*Wayne Wallace*)

Gainesville Chamber of Commerce, April 2002. (*Sara Mock, Judy Arzie*)

Harris Corporation, site visit and Florida Career Center (FCC) meeting, May 8, 2002, Melbourne, FL. (*Wayne Wallace*)

Jaguar World Headquarters, site visit to the manufacturing plant in Coventry, England, August 31, 2001. (*Wayne Wallace*)

Keele University, Career Services site visit, September 7, 2001, Keele, England. (*Wayne Wallace*)

Learnit Corporation, August 2001. (*Sara Mock, Rick Sayers*)

London School of Economics, September 3, 2001, London, England. (*Wayne Wallace*)

National Instruments, on campus with various UF engineering and chemistry professors. (*Elaine Casquarelli*)

New York University (NYU) Career Services site visit in conjunction with University Networks meeting, May 21, 2002, New York, NY. (*Wayne Wallace*)

Southwestern Corporation candidate training program observer, June 18-21, 2002, Nashville, TN. (*Wayne Wallace*)

University of Leeds, Careers Service site visit, September 6, 2001, Leeds, England. (*Wayne Wallace*)

University of North Carolina at Charlotte, Career Services site visit during NACE Tech Forum, May 1, 2002, Charlotte, NC. (*Wayne Wallace*)

University of Pennsylvania, Career Services site visit and NACElink meeting, October 22, 2001, Philadelphia, PA. (*Wayne Wallace*)

Professional Association Memberships

American College Personnel Association (ACPA). (*Farouk Dey, Catherine Lawton, Saranette Miles, Sara Mock, Helda Montero, Kisa Pendergrass, Lisa Severy, Rachel Spier*)

American College Counseling Association (ACCA). (*Helda Montero*)

American Counseling Association (ACA). (*Elaine Casquarelli, Helda Montero, Lisa Severy, Rachel Spier*)

ACA ~ National Career Development Association (NCDA). (*Elaine Casquarelli, Helda Montero, Lisa Severy*)

American Mental Health Counseling Association (AMHCA). (*Helda Montero*)

American Society for Engineering Education – Cooperative Education Division (ASEE-CED). (*Sara Mock, Rick Sayers*)

American Society for Training & Development. (*Kimberly Raymond*)

Association for Gay, Lesbian & Bisexual Issues in Counseling. (*Elaine Casquarelli*)

Association for Multicultural Counseling & Development (AMCD). (*Helda Montero*)

Association for Spiritual, Ethical and Religious Values in Counseling. (*Elaine Casquarelli*)

Chi Sigma Iota, International Counseling Honor Society (*Helda Montero, Lisa Severy*)

Cooperative Education & Internship Association (CEIA). (*Sara Mock, Rick Sayers*)

Florida Career Professionals Association (FCPA,

formerly Florida Cooperative Education & Placement Association). (*Saranette Miles, Rick Sayers, Lucas Wall, Wayne Wallace*)

Florida Employer Advisory Committee (FEAC). (*Saranette Miles*)

Florida Mental Health Counselors Association (FMHCA). (*Helda Montero*)

Gainesville-Ocala Florida Mental Health Counseling Association (G-OFMHCA). (*Helda Montero*)

National Association of Colleges & Employers (NACE). (*Institutional Membership*)

National Association of Student Personnel Administrators (NASPA). (*Catherine Lawton, Sara Mock, Rachel Spier*)

National Career Development Association (NCDA). (*Elaine Casquarelli, Helda Montero, Lisa Severy*)

National Society for Experiential Education (NSEE). (*Sara Mock*)

North Central Florida Chapter – American Society for Training & Development (NCFC-ASTD). (*Saranette Miles, Kimberly Raymond, Rick Sayers*)

North Central Florida Society for Human Resource Management (NCF-SHRM). (*Kimberly Raymond*)

Public Relations Society of America. (*Nadene Francis*)

SEACNET, a consortium of SEC & ACC Career Center Directors. (*Wayne Wallace*)

Society for Human Resource Management (SHRM). (*Kimberly Raymond, Rick Sayers*)

Southeastern Association of Colleges & Employers (SACE). (*Saranette Miles, Rick Sayers, Wayne Wallace*)

Southern Association of College Student Affairs (SACSA) (*Saranette Miles*)

Toastmasters International – Gator Orators Chapter. (*Nadene Francis, Saranette Miles, Kimberly Raymond, Lucas Wall*)

University Network (UN), a national invitational group of career center directors. (*Wayne Wallace*)

Professional Association Offices Held, Committees or Recognition Received

ACA Latin Interest Network, Historian. (*Helda Montero*)

ACA Coordinator Formardo Comunidad. (*Helda Montero*)

ACA Association for Multicultural Counseling & Development, Student Issues Committee Chair. (*Helda Montero*)

ACA Cyber Issues in Counseling Committee. (*Helda Montero*)

ACA Standing Committee for Women, Webmaster & Directorate Member. (*Helda Montero*)

ACPA Committee for Multicultural Affairs, Secretary & Program Reviewer. (*Helda Montero*)

ACPA Commission VI: Career Development. Program Reviewer. (*Helda Montero, Saranette Miles, Lisa Severy*)

ACPA Commission VI: Career Development. (*Saranette Miles, Lisa Severy*)

ACPA Commission VI: Career Development, Program Reviewer. (*Helda Montero*)

ACPA Standing Committee for Multicultural Affairs Latino Network Co-Chair. (*Helda Montero*)

Florida Career Centers (FCC, formerly the SUS Career Centers), state chairperson. (*Wayne Wallace*)

Florida Cooperative Education & Placement Association (FCPA), Membership Chair and Registration Committee Chair. (*Saranette Miles*)

Gainesville-Ocala Florida Mental Health Counselors Association (G-OFMHCA), President & Newsletter Editor. (*Helda Montero*)

JobTrak Advisory Board, Los Angeles, CA. (*Wayne Wallace*)

Monster.com Advisory Board member, Boston, MA. (*Wayne Wallace*)

MonsterTrak.com (Los Angeles, CA). Served on national advisory board. (*Wayne Wallace*)

North Central Florida Society for Human Resource Management (NCF-SHRM) – Program Chair. (*Kimberly Raymond*)

Scholastic Recruits, Inc., (Honolulu, HI). Served as an advisory board member in the creation of a specialty on-line service. (*Wayne Wallace*)

Toastmasters International – Gator Orators Chapter – President (*Saranette Miles*) and Vice President for Public Relations (*Kimberly Raymond*).

Toastmasters International – Gator Orators Chapter – Sergeant-at-Arms. (*Nadene Francis*)

University or State Activities, Committees or Task Forces

ABET Accreditation Committee, College of Engineering, University of Florida. (*Rick Sayers*)

Ad Hoc Committee for Women’s History Month, 1996-Present. (*Lisa Severy*)

Association of Black Faculty & Staff. (*Nadene Francis, Saranette Miles*)

Association of Hispanic Faculty & Staff – Secretary, Chair. (*Helda Montero*)

“Camp Florida,” Division of Student Affairs, UF, Summer 2002, Gainesville. (*Lucas Wall*)

Caribbean Student Association “Miss Caribbiso,” February & April 2002. (*Saranette Miles*)

Committee on Sexism & Homophobia. (*Elaine Casquarelli*)

“Faculty Fellow” for Graham area residence halls. (*Sara Mock*)

Florida Career Centers (FCC, formerly the SUS Career Centers), State Chairman 2001-2003, meetings in

- Tallahassee, Gainesville, Orlando. (*Wayne Wallace*)
- Hispanic Graduate Student Association – Faculty Advisor. (*Helda Montero*)
- Iota Phi Theta Fraternity, Inc. – Faculty Advisor. (*Nadene Francis*)
- Lambda Theta Alpha Sorority, Inc. – Academic Advisor. (*Nadene Francis*)
- Latinos America Unidos, Faculty Advisor. (*Helda Montero*)
- Minority Recruitment & Retention Committee. (*Helda Montero*)
- Mortar Board, National College Senior Honor Society Advisor, 1997-Present. (*Lisa Severy*)
- Multicultural Student Leaders Camp Day, Committee Member, UF, Gainesville. (*Saranette Miles*)
- NAACP, Gator Chapter, Advisor. (*Saranette Miles*)
- National Certification Exam Administrator, National Board of Certified Counselors, 1998-Present. (*Lisa Severy*)
- People Awareness Week Planning Committee. (*Helda Montero*)
- Pride Student Union Advisory Board. (*Elaine Casquarelli*)
- Reitz Scholar Program, Mentor. (*Helda Montero, Lisa Severy*)
- Sales Engineering Advisory Council, College of Engineering, University of Florida. (*Rick Sayers*)
- Student Affairs Division Leadership Committee. (*Lisa Severy, Lucas Wall*)
- Student Affairs Division Training & Development Committee. (*Helda Montero*)
- Student Affairs Division Computer Users' Group. (*Vince Carnes, Bill Lewis*)
- SUS Career Center committee chairman for Statewide
- Governmental Internship Web Site Development, Tallahassee & Gainesville. (*Wayne Wallace*)
- Statewide Job Fair, UCF Arena, May 9, 2002, Orlando, FL. (*Saranette Miles, Rick Sayers, Wayne Wallace*)
- Student Affairs Division Community Service Committee. (*Saranette Miles*)
- Student Affairs Division Leisure Committee. (*Helda Montero*)
- Student Affairs Division *Student Affairs Update* Newsletter Committee. (*Nadene Francis*)
- Susan B. Anthony Award Selection Committee. (*Helda Montero*)
- University Gospel Choir co-advisor. (*Saranette Miles*)
- University of Florida Affirmative Action/Equal Employment Opportunity Committee, 2002-Present. (*Kisa Pendergrass*)
- University of Florida Communications Network. (*Nadene Francis*)
- University of Florida Community Campaign representative. (*Vince Carnes*)
- University of Florida ROTC Committee (*Vince Carnes*)
- Professional Development Programs**
- Advisory Challenge, CRC training program, Saranette Miles instructing, August 8-9, 2002. (*Various CRC staff*)
- Americans With Disabilities Act (ADA) training, UF Human Relations Division Training & Development Workshop, Dr. Ken Osfield & John Denny, in CRC classroom, October 19, 2001. (*Various CRC staff*)
- “Coaching for Success – Positive, Proactive Employee Counseling,” UF Human Relations Division Training & Development Workshop, January 14-February 3, 2002. (*Kimberly Raymond*)
- “Designing Publications in a University Setting,” UF Human Relations Division Training & Development Workshop, March 19, 2002. (*Nancy Leitner*)

“Family Management Leave Act (FMLA) and Americans With Disabilities Act (ADA),” UF Human Relations Division Training & Development Workshop, July 23, 2002, 316 Stadium. (*Sara Mock*)

Florida Career Center (FCC) Institute, hosted by Florida International University (FIU), August 1-2, 2002, Miami. (*Linda Adams, Judy Arzie, Farouk Dey, Nadene Francis, Joan Halliday, Helda Montero, Rachel Spier, Lucas Wall*)

“From Manager to Motivator,” Division of Human Resources Workshop, March 14, 2002, 316 Stadium. (*Sara Mock*)

“(The) Future of Computing & Communications,” presentation by Craig Barrett, President & CEO of Intel Corporation, October 9, 2001, Gainesville. (*Nadene Francis, Rick Sayers*)

Faculty & Staff Meeting to Discuss Research & Corporate Relationship Status with Intel CEO Craig Barrett, December 9, 2001, Tigert Hall, UF Campus. (*Rick Sayers*)

Leadership & Communications Conference, August 6-7, 2002, University of Florida. (*Nadene Francis*)

“Leadership – Creating Possibilities,” UF Human Relations Division Training & Development Workshop, March 4-17, 2002. (*Kimberly Raymond*)

“Making Meetings Work,” UF Human Relations Division Training & Development Workshop, February 5, 2002, 316 Stadium. (*Sara Mock*)

“Managing Conflict,” UF Human Relations Division Training & Development Workshop, 316 Stadium, April

16, 2002. (*Judy Arzie*)

“Microsoft Excel 2000-Basic,” UF Human Relations Division Training & Development Workshop, 2215 Turlington Hall, November 1, 8 & 15, 2001. (*Nancy Leitner*)

“Microsoft Windows 2000-Basic,” UF Human Relations Division Training & Development Workshop, 451 Stadium West, April 4 & 11, 2002. (*Nancy Leitner*)

“Microsoft Windows 2000-Advanced,” UF Human Relations Division Training & Development Workshop, 451 Stadium West, July 11 & 18, 2002. (*Nancy Leitner*)

“Microsoft Word 2000-Basic,” UF Human Relations Division Training & Development Workshop, 451 Stadium West, October 23 & 30, November 6, 2001. (*Nancy Leitner*)

“Overview of Assessments: Myers-Briggs & Strong,” CRC training program, Lisa Severy instructing. August 15, 2002. (*Various CRC staff*)

“Relationship Strategies,” UF Human Relations Division Training & Development Workshop, July 26, 2002, CRC Staff Retreat at Poe Springs Park. (*All CRC staff*)

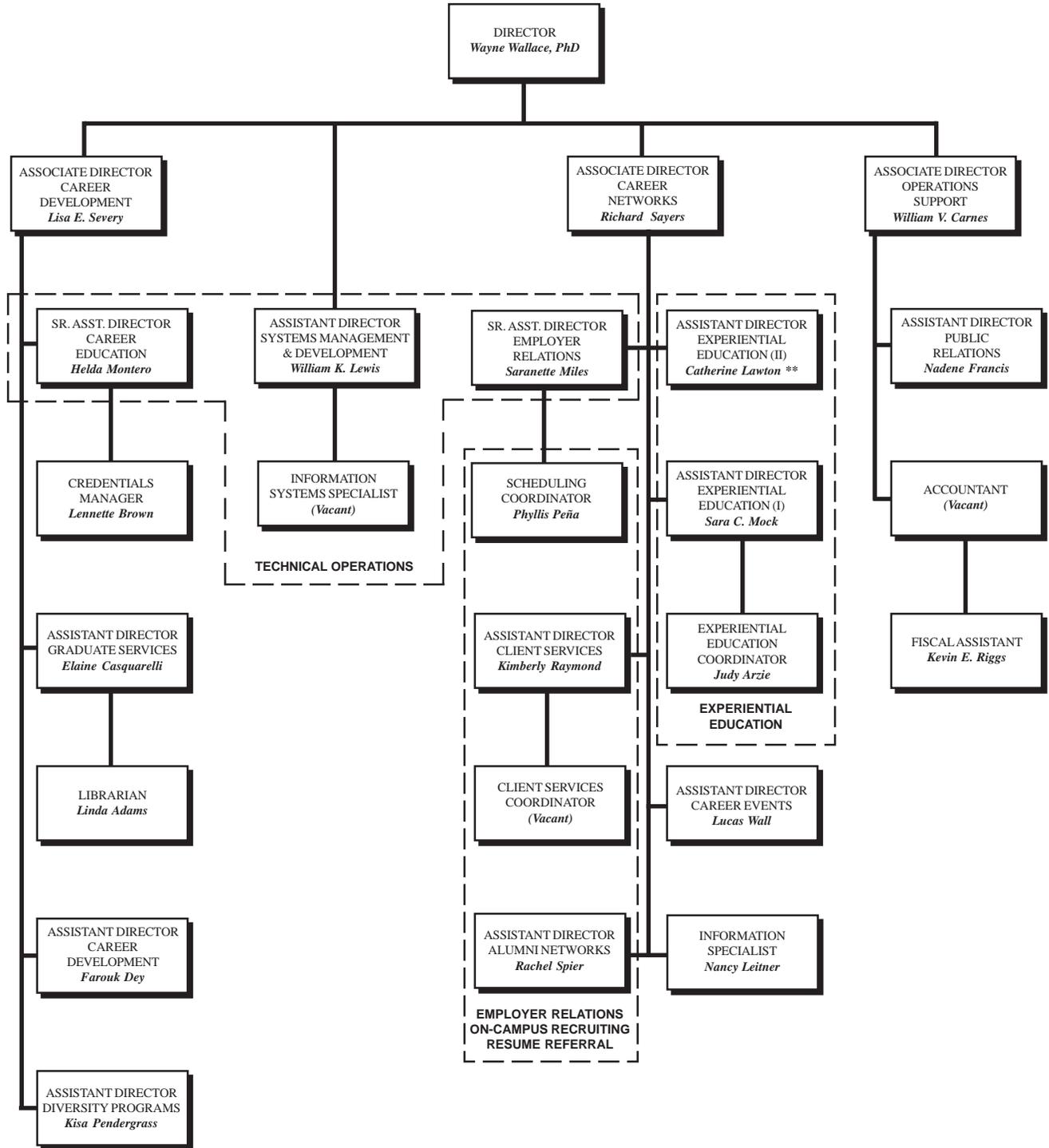
“SWAT Customer Service,” UF Human Relations Division Training & Development Workshop, February 5, 2002, Reitz Union Ballroom. (*Various CRC staff*)

“Taking Charge of Change,” UF Human Relations Division Training & Development Workshop, June 19, 2002, 316 Stadium West. (*Nancy Leitner*)

UFCN Workshop/Retreat, March 8, 2002, Gainesville. (*Nadene Francis*)

University of Florida Supervisory Challenge Program (work in progress). (*Nadene Francis*)

CHART G ~ CRC ORGANIZATION CHART (September 2002)



** Interim Appointment