

Career Center

Enhancing Student Career Development, Employer Research, Networking and Service Delivery via the Guidebook Application

Project Description

Based on the Florida State University (FSU) Career Center's 2015 Annual Report, the Career Center provides direct career development programming for thousands of individuals annually. 19,520 individuals visited the Career Advising Center (CAC) for career advising or counseling, 11,159 students and 1,420 employers attended 19 Career Fairs, 4,339 interviews were conducted on-campus and hosted in the Dunlap Success Center (DSC), 39,374 students attended 941 career-related programs, 3,436 students uploaded resumes in SeminoleLink, and 2,555 new students utilized the online Career Portfolio. Integrating the Guidebook application into the FSU career fair process and culture will allow the FSU Career Center to help students prepare for the career fairs using the latest technology. This instructional aspect will ensure students are well-versed on organizations attending career fairs and can conduct real-time employment research using the latest technology prior to, during and after career fairs.

The proposed project is to acquire and implement the Guidebook application into the current Career Center on-campus recruiting program for FSU students. The functionality of the Guidebook application will allow the Career Center and recruiters attending career fairs to reach students on their phones, tablets and laptops. The Guidebook application also provides FSU students with enhanced portability and flexibility to receive up-to-date career fair updates, employer notifications and changes via their hand held devices, as well as educate students about potential career opportunities. These real-time 'push' notifications will enhance the overall experience for students attending career fairs. Students will be able to access their own specific schedules and instructional resources at their fingertips.

The Guidebook application is being requested because of ease of use, portability, real time updates and elimination of most printing costs for Engineering Day and Seminole Futures. The Career Center currently prints approximately 4,000 programs each semester for Engineering Day and Seminole Futures. Launching the Guidebook application would allow the Career Center to 'Go Green' and augment or replace printed programs for these events. Students would be able to identify their own 'Top 10' employers electronically and then be able to locate them within the respective career fair venue using the interactive Guidebook employer map. This technological advanced application would leverage tools to help students find organizations attending career fairs, event floor plans, event details, detailed resources, announcements and career fair tips. We know a majority of our students are using mobile devices and the Guidebook application will allow a change in how career fair information is delivered and received. This knowledge would enhance the career fair experience for our students and employment partners.

Fall 2016 career fairs were highly successful and engaged a record number of students and employers. There were over 315 employers and 3,400 plus students combined for Fall 2016 Engineering Day and

Seminole Futures career fair events. These numbers represent the most employers to attend career fairs in 16 years and the largest student attendance ever at FSU! These numbers will continue to grow and the Guidebook application would put the Career Center in a position to grow with our students and employers for future success. Students would be able to create a favorite employers list, discover hiring needs for each organization and create a personalized to-do-list using the application.

The Guidebook application will be utilized by all FSU students in all majors across the university to enhance their overall career fair experience and instruct them on career opportunities. The Guidebook application will also provide the Career Center a platform to continue to instruct students on the importance of researching employers prior to meeting them. This enhanced delivery of comprehensive career services to students will impact Career Advising and Counseling, Experiential Learning and Employer Relations engagement with our students. Incorporating the Guidebook application within daily Career Center operations would allow students to engage Career Center staff during drop-in hours, scheduled appointments and workshops with visuals (instructional tools) to ensure they are fully immersed in the career fair process and exposed to potential internships and full-time employment opportunities.

Impact of Project on Instruction

Career Center Outreach Programming

Career Center staff members provide forward facing services to FSU students and university partners year round. Last year, the Career Center conducted 941 presentations to 39,374 students. These presentations provide Career Center staff members with a platform to distribute information and educate students on the importance of employer research in the job search process. The Guidebook application and its benefits would be incorporated within the outreach programs to instruct students on how the application will help them prior to attending a Career Fair. Career Center staff can use newly purchased iPads to get students started with the Guidebook application during classroom and event interactions. Students would also be encouraged to use the application on their mobile device during Career Center drop-in services and scheduled appointments. Students, faculty and staff can be introduced to the Guidebook application via these presentations or the Career Center can add a new workshop specifically to promote/highlight the Guidebook application.

Institutional Impact

It is estimated that over 60,000 student contacts occur each year via Career Center programs and services. The Career Center engages students via drop-in hours, workshops, career development programs, course instruction, class presentations, social media and one-on-one engagements. These engagements would allow the Career Center to promote the Guidebook application to FSU students and directly impact their career fair experience as well as instruct them on available employment opportunities. Students can begin using the application in any location after implementation without being limited to specific days or time.

Since 80% of FSU students are reading content on a mobile device, Guidebook would allow the Career Center to pivot and provide an instructional on-line career and professional development application to meet the needs of our students. Launching the Guidebook application would allow students to follow specific employers, generate real-time career fair schedules and locate resources (notes, Career Center

handouts, employer information, images, websites and videos) at their fingertips. Additionally, Guidebook will allow the Career Center to create polling questions to enhance the student experience at Career Fairs.

- Examples:
 - What are the next steps to follow-up with employers you met today?
 - Which employers are conducting next day interviews at the Career Center?

Students would be able to access all instructional information from anywhere and anytime on their mobile devices which is an invaluable feature of the Guidebook application.

Top 25 impact

80% of the Top 50 schools in the US News and World Reports rankings utilize the Guidebook application in multiple areas (Career Center, Career Fairs, Orientation, Family Weekend, Housing, Staff Training, etc.). Launching the Guidebook application at the FSU Career Center would put us on par with Top 50 schools and empower our students as they prepare for large scale on-campus recruiting events.

Project Plan

The Guidebook application and support services would be purchased upon receipt of funding designated for this purpose. The application has intuitive features (event floor plans, details, announcements and career fair tips) available for students and now employers to use. These updates can be viewed by students prior to and during the career fair event. The full implementation of the Guidebook application will coincide with the Career Center's annual Advisory Board meetings to introduce the application to employment partners and student leaders. The application will be used for the 2017 – 2018 Engineering Day and Seminole Futures (fall and spring). Marketing and promotional materials will be created to help publicize the implementation for the Guidebook application. These materials will be provided to FSU students, faculty, staff and employment partners as part of the 'roll out'. This will ensure the FSU community has a full understanding of the technological capabilities and time saving impact of the application. The application will also be leveraged to increase student participation during Engineering Day and Seminole Futures. This enhancement will allow the FSU Career Center to attract additional employment partners on-campus.

Relationship of project to other university activities and how these activities will be enhanced and/or leveraged as a result of this project

The Guidebook application will enhance university-wide collaboration and ensure the FSU campus is 'plugged' into on-campus recruiting events and instruct students on career opportunities. A proactive marketing campaign to promote the Guidebook application and benefits would enable campus partners to help enhance student awareness of experiential learning opportunities and full time employment. Career Center staff can engage students in workshops, career development programs, course instruction, class presentations, social media and one-on-one interactions to ensure the application is publicized and to increase usage. Tabling and outreach activities (Market Wednesday, DSA events, Career Center Open House, college specific events, etc.) hosted by Career Center staff provide a collaborative and instructional platform to highlight and discuss the Guidebook application. The

Guidebook application can be set-up via iPad technology to perform a live instructional demonstration to help students, faculty/staff and other university partners see the full capabilities and performance of the application.

The use of the Guidebook application addresses established and mission-critical university, DSA, and the Career Center needs. The Florida State University Strategic Plan (2008 – 2009 to 2013 – 2014) Strategic Priority 2.0 is to ‘enrich the student experience while supporting and improving undergraduate, graduate and professional education’. A Critical Success Factor (2.24) is identified as “Devote the resources needed to assure high-quality experiences and outcomes”. The use of the Guidebook application would enrich career fair experiences for our students and provide a high-quality learning experience and career outcome from career fair attendance.

The 2010 Five-Year Strategic Plan for the Division of Student Affairs Overall Strategic Priority #1 to “Develop strategies to increase student engagement and learning opportunities across campus” would be greatly impacted with the use of the Guidebook application. The Guidebook application would also enhance the Career Center’s Critical Success Factors:

- 4.11 – Examine new opportunities to increase linkages between employers and students with the goal of increased hiring in collaboration with The Career Center Advisory Board and Partners
- 4.13 – Utilize all social media resources to increase FSU’s presence and to encourage new employer relationships and employment opportunities
- 4.25 – Collaborate with other colleges and universities in employer development activities and events
- 5.33 – Market workshops and online training through 100 Days Countdown, Dunlap Success Center television, FSU portal, college websites, LinkedIn, the Career Center website and Facebook **(Guidebook application)**
- 6.52 – Continue to record student and employer participation at career events

Cost of ongoing support and plan for supporting effort after the project is complete

On-going Costs

The on-going costs of this project will be minimal since the budget proposes implementation of the Guidebook application which comes with customer services, customization and analytics from the Guidebook team. The Guidebook application comes with full level support in the event technical issues occur during the use of the application. The application costs basis is established based on the number of ‘Guides’ used per academic year. This is the current cost configuration offered by Guidebook to all universities they work with.

Technical Support

The project budget includes the Guidebook application which will be used by students before, during and after FSU career fairs. Technical support for the application is included in the purchase price and would extend to Career Center staff members and end-users of the application. Technical support

ranges from application installation, use, frequently asked questions, on-line chat and 24 hours access to Guidebook staff.

The Guidebook application is compatible with Apple and Android system platforms.

Instructional/Training Support

The application has intuitive features (event floor plans, details, announcements and career fair tips) available for students to use. The Career Center staff will market the Guidebook application during outreach programming to introduce students to the application. Application use and features will be highlighted during outreach sessions to instruct students on the full capability of this intuitive application. The Career Center with Guidebook technical support can create YouTube videos and an in-house Webinar series to further on-campus knowledge of the Guidebook application. Training supports needs will be minimal with the intuitive nature of the application and download to each individual student's held-held device.

Description of the FSU Career Center Project Team

Ms. Myrna Hoover, Career Center Director is responsible for providing comprehensive career services to FSU students and alumni. She leads a team of 31 professionals and 25 paraprofessionals who coordinate university-wide career advising and counseling, career instruction, experiential learning opportunities, and employer relations and recruitment services.

Dr. Calvin Williams, Program Director for Employer Relations, is responsible for coordinating university-wide employer relations, recruitment services, mock interviewing and management of the Symplicity Career Management software system, SeminoleLink.

Ms. Heather Scarboro, Senior Assistant Director for Employer Relations, is responsible for management of employer relations programs and assists Program Director with administrative direction of the program.

Ms. V'Rhaniku Haynes, Assistant Director, Career Events and Employer Relations, is responsible for planning, coordination and implementation of career fairs, including; Seminole Futures, Graduate & Professional School Fair, Law School Fair, Health Professions Career Fair, Education & Library Career Fair, Government and Social Services Fair and the Part-Time Job Fair.

Ms. Jami Lynn Cook, Assistant Director for Employer Relations/College of Engineering Liaison, is responsible for planning, coordination and implementation of the Engineering Day Career Fair.

Ms. Leslie Mille, Associate Director, is responsible for all outreach programming, the Career Portfolio and the Garnet & Gold Scholar Society. She also supervises all Career Center Technology.

Mr. Tex Hudgens, Systems Coordinator, is responsible for all current and new technology at the FSU Career Center. He maintains all equipment and software, provides updates as needed and works to integrate new systems and products with the current structure. He collaborates with ITS when needed and provides full technology support to all members of the Career Center.

Budget and Budget Explanation

The spreadsheet below details the projected expenses for the proposal. The Career Center will assume any future associated costs after successful implementation of the Guidebook application.

Student Technology Fee Budget Template for 2017-2018 Project Funding Proposal								
Project Title:	Enhancing Student Career Development and Services Delivery via the Career Fair+ Application							
Organization or College:	FSU Division of Student Affairs							
Department or Unit:	The Career Center							
Project Period	Start Date: Fall 2017			End Date: ongoing				
I. Senior/Key Personnel								
List senior and / or key personnel whose compensation will be funded through project non-recurring funds								
	First Name	Middle Name	Last Name	Project Role	Requested Salary	Fringe Benefits	Funds Requested	
A.								
B.								
C.								
D.								
Total Funds Requested for Senior/Key Personnel							\$0.00	
II. Student & Other Personnel								
					Requested Salary	Fringe Benefits	FTE	Funds Requested
	Graduate Students							
	Undergraduate Students							
	Other Personnel							
Total Funds Requested for Students & Other Personnel							\$0.00	
Total Salaries, Wages & Benefits							\$0.00	
III. Application								
List items and dollar amounts for each item, including software, (or multiple items of the same type with a total cost of) over \$2,000 - add lines as needed								
	Item Description						Funds Requested	
A.	Guidebook Application (6 Guides per academic year/3 years)						\$14,280.00	
Total for items over \$2,000							\$14,280.00	
Total Application Costs							\$14,280.00	
IV. Other Costs								
							Funds Requested	
	Materials & Supplies							
	Consultant Services							
	Equipment or Facility Rental/Use Fees							
	Additional Project Costs (describe in budget justification)							
Total for Others Costs							\$0.00	
Total Project Cost							\$14,280.00	