

# Annual Report



## C3 OVERVIEW

The University of Florida's Career Connections Center is a centralized, comprehensive unit serving more than 54,000 students and alumni. The Career Connections Center provides a diverse range of services including helping connect job seekers with employers and offering students individualized career education and guidance to enrich their collegiate experience and prepare them for life after graduation.

### Our Mission

Our mission is to educate and create connections for the University of Florida community in order to facilitate the holistic career development of students.

### Our Values



Advocate for all aspects of diversity



Actively foster community



Empower professional growth and personal care



We are driven to make a purposeful impact



We carry a spirit of creativity and innovation



We play!



The University of Florida's Career Connections Center is a centralized, comprehensive unit serving more than

**54,000**

students and alumni.



## C3 BY THE NUMBERS



**57,119**

Career Connections  
Center student interactions



**9.7%**

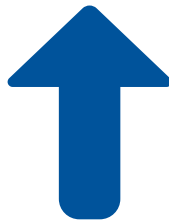
Increase in unique UF  
student enrollment  
connecting with the C3

**21,904**

Total unique Career  
Connections Center  
student interactions

**20%**

Increase in Express  
Drop-In resume reviews  
with C3 student-staff



**12,063**

Students participated in  
career coaching and  
outreach workshops



**10,542**

Employment  
connections with  
industry partners



### Top 10 Overall Hiring Employers

**STUDY  
EDGE**

**Deloitte**



**P&G**

**ExxonMobil**



**ORACLE**

**Microsoft**

**Gainesville**  
Health & Fitness

**KPMG**



# ACCOMPLISHMENTS

## Highlighted Programs

### Hire Together, Higher Together

The Career Connections Center's path to tell the University's recruitment story

The Career Connections Center (C3) is increasingly asked to report on industry engagement and student employability outcomes to its various stakeholders. To best tell the University's recruitment story, the C3 established UF Regulation 4.010: Employer Registration for On-Campus Recruitment that was approved by the Board of Trustees to aid in this endeavor.

Employers desiring to recruit UF students and alumni for the purpose of offering employment are asked to register with the C3 and meet all general eligibility requirements in accordance with the C3 Employer Recruiting Policies. Registration is simple using the university's centralized Gator CareerLink portal where our employer partners can conveniently connect with students and alumni from any major.



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## We believe if we Hire Together, we'll go Higher Together.

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At the Career Connections Center, if we Hire Together, we'll go Higher Together. With this registration process, we'll do just that through our ability to more accurately communicate the university's story of industry engagement.



## The Career Connections Center Renovation and Expansion Project

The Career Connections Center, formerly the Career Resource Center, completed a 14-month renovation and expansion in the Reitz Union and re-opened in July 2018. The new facility, doubled the footprint of the previous location with expanding to 28,940 square feet. The renovation and expansion project cost \$9.6 million and was funded by the Capital Investment Trust Fund.

With 21 interviews rooms, four engagement centers and fluid study nooks peppered throughout the facility, students have increased open space to network and connect with employers in person and virtually. Additionally, the Molm Family Gator Career Closet moved to the expanded facility to offer professional apparel lending services to UF students.





## Career Readiness Hold

In 2015, Governor Rick Scott issued the “Ready Set Work” University Challenge which encourages state-funded universities to have 100 percent of their graduates (not going into graduate school) full-time employment within a year for those receiving each university’s two most popular degrees. At UF, the goal is to have every graduate from every degree achieve success through employment after graduation. To ensure students are confident and ready to pursue post-graduation plans, the Career Readiness Check-In was implemented as an institution-wide effort for students to prepare for life after graduation.

During students’ second fall semester at UF, two holds appear on their accounts requiring them to take action toward their career development before they can register for the next semester’s courses. These Career Readiness Check-in Holds involves activating and updating their Gator CareerLink account and completing a Canvas course with modules and a quiz based on the Career Action Plan. Once students complete these steps, the holds are released. These holds are part of the university-wide response support student awareness and preparation for success after graduation.

**8,868**

**Students activated  
their Gator  
CareerLink account**



# STUDENT ENGAGEMENT

The Career Action Plan is the Career Connections Center's framework to help students identify and organize action steps and advance their career planning. The Career Action Plan is made up of four non-linear stages that conceptualize where students are in their career development process. Each stage helps students understand what actions they can take by connecting them to tools, resources, activities and questions that will encourage them to think introspectively and differently about career.

**21,904**

**Total unique Career  
Connection Center  
Student Interactions**

**100% of Career Connections Center Services are based on the  
Career Action Plan Framework**



# SERVICES OFFERED

## Group Career Planning

### Workshops

Workshops are large group sessions focused on career planning topics. Workshops can be facilitated by a staff member, paraprofessional, employer or career consultant.



### Career Conversations

Career Conversations are informal, small group conversations facilitated by a Career Connections Center staff member to discuss a variety of career planning topics. It is a space for students with similar goals or who have similar questions and concerns to learn from each other.

### Outreach

Faculty, staff and student organizations can request a C3 staff member to present on a career related topic. There are currently 16 outreach topics in addition to the option for customized topics to fit the needs of the requestor. Outreach presentations can be hosted within the Career Connections Center's programming spaces or in an outside location. Tours can also be included as part of the outreach program.

### Diversity Meet-Up

Diversity Meet-Up is a networking event for diverse students to connect with employers with diversity hiring initiatives. The event is typically scheduled the week of Career Showcase and includes networking education sessions, employer panels and open networking.

**1,743**

C3 Workshop  
Attendance

**10,320**

Outreach Workshop  
Attendance

**856**

Diversity Meet-Up  
Attendance

**70**

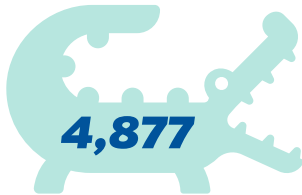
Adulting 101  
Attendance



# SERVICES OFFERED

## Career Planning On Your Own

### CHOMP (Career Help Or Major Planning)



Virtual engagements  
through CHOMP

CHOMP is an online, interactive, self-guided career and educational planning system. Students are able to explore majors and occupations related to different dimensions of self and learn how different majors at UF may connect to careers through CHOMP.

### Gator Professional Series (GPS)

Gator Professional Series is a series of online personal and professional development workshops that review skills and topics needed for students to become career ready. Hosted through Canvas, students can complete two modules (Core Workshops and Navigating Your Search) to receive a certificate of completion.



New accounts  
created

### Worksheets and Activities

C3 staff have developed worksheets and activities on a variety of topics that are designed for students to complete independently and with minimal support.

#### Topics include:

- Designing Your Career Vision
- Eight Semester Career Readiness Guide
- Energy and Engagement Log
- How to Build Experience at UF
- Job or Internship Search Guide



# SERVICES OFFERED

## Individual Career Planning

### Express Drop-In

Express Drop-in is a convenient service for UF students to get quick career planning help from our paraprofessional staff including:

- LinkedIn Profile Review
- Personal Statements Review
- Cover Letters Review
- Resumes
- Mock Interviews

No appointment is needed for drop-in services.



**4,568**

Students served  
through Express Drop-In

**6,507**

Students served through  
career planning services



**1,939**

Individual career planning  
appointments conducted

### Individual Career Planning Appointments

Appointments provide 30-minute sessions scheduled with a career coach. Students can schedule as many individual appointments as they would like up to one year after their graduation date. Staff members utilize a coaching strategy to encourage students to take strategic action toward identifying and achieving career goals, as well as sharing tools and resources to move forward.

*I had just changed my major and had no idea of what I wanted to do or where, but Alison gave me plenty of resources to position myself in the right career path during my Career Planning Appointment. If it wasn't for her, I wouldn't have all the professional experience that I have now. I'm so glad I set up that appointment with Alison because she empowered me professionally and she brought to my attention all the other resources the C3 has to offer.*

*- Celeste V. - Advertising Senior*



## SERVICES OFFERED

### Molm Family Gator Career Closet

→ **3,462** Total student visits

→ Average of **3.6** items loaned per unique student

As one of the Career Connections Center's newest initiatives, the Molm Family Gator Career Closet helps round out our services by providing students with business professional clothing for career fairs, interviews and the workplace. Student staff members coach students through the professional dress and help students find the right item they feel comfortable and confident in. We also host events such as Attire for Hire which educates them on professionalism.



The Gator Career Closet started as an initiative between UF Student Government and the Dean of Students Office in the Spring 2016. The expansion of the Career Connections Center provided the opportunity to add a boutique style space to house the closet. With the grand re-opening in July of 2018, the Career Center acquired the Career Closet from the Dean of Students Office and because of the generous support of the Molm Family, the space was also renamed the Molm Family Gator Career Closet.

The closet adds to its inventory through generous donations from students, families, faculty, staff, employers, alumni and the Gainesville community.



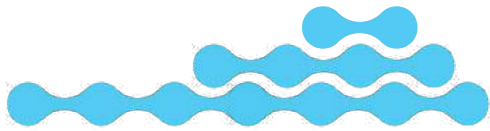
***"I am very happy this service exists because it further helps the professional excellence that the University of Florida provides."***



# INDUSTRY CONNECTIONS

## Employer Hosted Events

Employer Hosted Events are recruitment branding activities that can be either hiring or education focused. These programs can be geared towards target student populations but are open to all students. Programs include Information Sessions, Coffee Chats, Employer Table Talks and more.



**10,542**

Total employment  
connections made  
with industry partners



**3,088** Students attended  
Employer Hosted  
Information Sessions

**1,955**

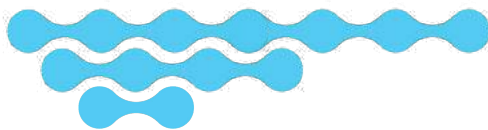
Unique companies  
recruited at the C3

**52**

Fortune 100 Companies

**175**

New companies  
engaged with the C3



## On-Campus Interviews

The Career Connections Center coordinates interviews for employers to meet UF students and alumni they are looking to hire for everything from full-time positions to internship experiences. These meetings range from initial screenings to final round interviews and can take place in one of the Center's well-equipped interview rooms or other locations around campus.

**25%** Increase in interviews

# EMPLOYER SERVICES OFFERED AT THE C3

## Career Fairs

The Career Connections Center hosts a range of career fairs to fit every recruiting need. Fairs give employers the opportunity to meet and network with talented University of Florida students and alumni.

## 13 Career Fairs

**10,797** Students Attended

**1,270** Unique Employers Attended

## Job Postings

Employers can post all levels of positions (full-time, part-time, internships, co-ops, etc.) on Gator CareerLink to give students the opportunity to learn about and apply for employment opportunities. The positions are reviewed by C3 staff and employers have the opportunity to request applications be directed through the Gator CareerLink system or provide instructions to apply outside of the database.

**8,548** Jobs posted in Gator CareerLink

by **1,744** unique employers

**4,870** Interviews conducted

by **143** unique employers



# INDUSTRY ENGAGEMENT

## Employer Consultations

Career Connections Center staff provide free consultations to all employers interested in developing a more customized plan and targeted approach to recruit UF students and alumni.

## Interviews

On-campus Interviews provide employers the opportunity to meet UF students and alumni in a centralized campus location to host interviews ranging from the first to the final round for full-time and internship experiences.

## Career Engagement Summit

The Career Engagement Summit is a one day conference that allows employers to interact, connect and engage with the University of Florida's Career Connections Center staff. Employers learn how to enhance their recruitment strategy, develop their on-campus brand, build their talent pool, and prepare for their next level of connections through interactive sessions.

**445**

**Employer  
Consultations  
Conducted**





# CAREER CENTER PARTNERS

## 2018 - 2019 Career Connections Center Partners

Partner Program offers an opportunity for organizations to demonstrate their commitment and financial support to the University of Florida. The partners below have pledged their support of career education at UF.



# CAMPUS ENGAGEMENT

## Faculty and Staff Engagement

The Career Connections Center understands the importance of faculty and staff engagement to support student career development. The collaboration with faculty and staff across campus is something all C3 staff engage in. These collaborations span many areas. These partnerships are key to understanding how our services can be customized to meet students where they are.



# 355

Number of  
faculty meetings

# 438

Unique faculty  
connections

## Faculty and Staff Symposium

The Symposium introduces and examines ways faculty and staff can shape career development both in and outside the classroom. This event allows faculty and staff to network, learn and share career development efforts with an expert team of campus partners, employers, and career influencers. The Symposium is open to all UF faculty and staff.

## Career Influencer Awards

Annually the Career Connections Center celebrates the collaboration and innovation of our partners who have has an exceptional impact on career development and career engagements during the year. In 2018, we recognized the following recipients:



Cynthia Sain - Staff Career Influencer  
*Academic Advisor for the Herbert Wertheim  
College of Engineering*



Dr. Oliver Grundmann- Faculty Career Influencer  
*Clinical Associate Professor and Director Graduate  
Programs Pharmaceutical Chemistry & Clinical  
Toxicology in the College of Pharmacy*



Dr. Holly Moses- Faculty Career Influencer  
*Lecturer & Internship Program Coordinator  
for the College of Health & Human  
Performance*

# CAMPUS ENGAGEMENT

## Staff Publications and Awards

### **Jessica Baker, Presentation**

*Holistic Student Engagement: Live, Learn & Lean-in to Career Readiness*  
Southeastern Association of Housing Officers, February 2019

### **Jessica Baker, Presentation**

*Holistic Student Engagement: Live, Learn & Lean-in to Career Readiness*  
Florida Housing Officers meeting, November 2018

### **Erica Betz, Certification**

*Certified Career Services Provider (CCSP)*  
National Career Development Association, March 2019

### **Erica Betz, Allie Simon, Presentation**

*Who Needs Who? Communicating the Needs of Employers to Students (and Vice Versa)*  
Southern Association of Colleges and Employers, December 2018

### **Andie Cochran, Presentation**

*Connecting the Dots: Integrating Learning Abroad and Career Skills Through ePortfolios*  
Career Integration Conference, August 2018

### **Andie Cochran, Presentation**

*Connecting the Dots with ePortfolio*  
UF Interface Conference, April 2019

### **Matthew Cowley, Publication,**

*"The Empowered Liberal Arts Graduate"*  
Business in Greater Gainesville, November 2018

### **Ja'Net Glover, Involvement**

*National Association of Colleges and Employers (NACE),  
College Chair, The Future of We Committee, 2019*

### **Ja'Net Glover, Involvement**

*Southern Association of Colleges and Employers (SoACE),  
College Chair, External Review Chair, 2018-2020*

### **Ja'Net Glover, Presentation**

*Women of Color in Leadership*  
Southern Association of Colleges and Employers (SoACE), December 2018

### **Alison Noonan, Award Recipient**

*Division of Student Affairs Superior  
Accomplishment for Community Service 2019*

### **Kristen Smith, Certification**

*Certified Career Services Provider (CCSP)*  
National Career Development Association, March 2019







**CAREER CONNECTIONS  
CENTER**

UNIVERSITY OF FLORIDA

**Career Connections Center**

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