

UF Career Connections Center

ANNUAL REPORT

2019/2020



C3 OVERVIEW

The University of Florida Career Connections Center is a centralized, comprehensive unit serving more than 56,000 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

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

Our Vision

For every UF student to have a meaningful career experience while pursuing their degree.

Our Values



Advocate for all aspects of diversity



Actively foster community



Empower professional growth and personal care



Driven to make a purposeful impact



Carry a spirit of creativity and innovation



Play



The University of Florida's Career Connections Center is a centralized, comprehensive unit serving more than **56,000** students and alumni.



STRATEGIC PLAN

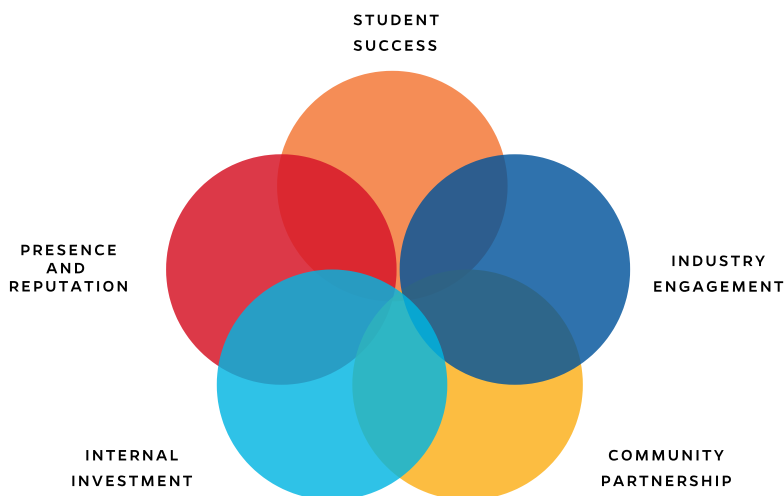
2025 Strategic Plan

In our unrelenting pursuit of excellence, the Career Connections Center outlined a strategic core of five focus areas around which to encase our priorities over the next five years (2020-2025). These areas are a result of an intensive listening tour and a series of focus groups engaging more than 300 stakeholders over a nine-month period.

The strategic core has allowed the Center to align its commitment to not only students but to the greater university community. These priorities reflect the focus areas of career services at UF in order to positively impact student success.



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Visit career.ufl.edu/strategiccore to learn more.

C3 BY THE NUMBERS

C3 Annual Hiring Survey



43,608

Total student connections



15%

Increase in employer consultations

21,753

Unique student connections



10,537

Students who participated in Career Connections Center workshops

21%

Increase in individual career planning appointments with a C3 Career Coach



8,014

Total employment connections



Top 10 Full-Time Employers

Hired the most Gator graduates as reported by employers in the 2019 Hiring Survey.



ACCOMPLISHMENTS

Highlighted Programs

Career Engagement Virtual Summit

The Career Connections Center (C3) hosts the annual Career Engagement Summit to provide opportunities for UF campus and employers to interact, connect, and engage with the ultimate goal of educating employers about recruitment best practices and how to best engage UF talent. The 2020 theme "Bringing Your Recruitment Vision Into Focus" encouraged participants to utilize tools and strategies to enhance their recruitment approach, develop an on-campus brand, build their talent pool, and prepare for their next level of connection.

75 organizations registered with **128** representatives in total

The virtual event featured an interactive program highlighting new and innovative strategies and best practices to effectively recruit highly competitive student candidates. The Summit reached a national audience and garnered the largest registration in several years with 75 companies and 128 participants.

Along with learning about the benefits of recruiting at UF from C3 staff and numerous campus partners, participants who are members of the SHRM professional organization also earned professional development credits, as the C3 is now a SHRM recertification provider with the ability to award credits to employers for future events. The reimagining of this event proved to be successful, reach a wider audience, and reinforce the benefits to employers when they recruit with the University of Florida Career Connections Center.



"The C3 did just a fantastic job converting this event to a virtual experience. I still got so much out of the sessions and learned a lot from each contributor. Thanks so much!"

Career Influencer Awards

The Career Connections Center presents the annual Career Influencer Award to individuals and organizations that have made an exceptional impact on career development and career engagement throughout the year. In 2020, we recognized the following recipients for their innovative and collaborative efforts:



Employer or Company:
Infinite Energy



UF Faculty:
Dr. Christina Gardner-McCune, Assistant
Professor, Department of Computer &
Information Science & Engineering



UF Staff:
Taylor Stokes, Assistant Director
Brown Center for Leadership
and Service



UF Staff:
Yesi Sevilla, Assistant Director,
Innovation Academy



Student Organization:
Florida Cicerones



Student Organization:
Society of Women Engineers

STUDENT SUCCESS

Career Planning Hub

The Career Planning Hub was launched in Spring 2020 as a scalable resource to enhance the career planning experience for students. This “flipped advising” online module guides students through the Career Planning process. Career Planning Appointments are always in high demand from our students, especially during peak seasons like the weeks before Career Showcase, during advanced registration, and before graduation. As a career center, we have a finite capacity of how many Career Planning Appointments we can offer at a time based on the staffing of our career coaches.

The Career Planning Hub was designed in partnership with the Center for Instructional Technology and Training (CITT) as a scalable, timely solution to support the length of time between when a student requests support from a coach and when they receive tools, information, and action steps that they can use to work independently towards their career goals.

In the Career Planning Hub students will learn about:

- An overview of how to use the Career Connections Center and the Career Action Plan
- Topic-based modules for all nine Career Planning topics including:
 - Student learning outcomes
 - “To-Do” list for students to work towards prior to the appointment
 - Self-guided activities
 - Curated C3 resources including handouts and links for more information on the topic

The Career Planning Hub was instrumental as the Career Connections Center transitioned to virtual services in March 2020 due to the pandemic. The Career Planning Hub allowed career coaches to provide ready-to-use information and tools for students to access virtually and independently. Career coaches are continuing to add students to the Career Planning Hub prior to Career Planning Appointments, but also sharing its value during appointments. For the future, the Career Planning Hub will be built out to include more customized career cluster and industry specific resources, as well to enhance student communication with the career center.



Alumni Career Development

The Career Connections Center's commitment to serving Gators at every stage of their life remains strong. In fact, the career center has expanded its alumni offerings by establishing a robust suite of career planning activities. This effort involved making amendments to the current Career Action Plan (CAP) used as a framework to assist students. By grounding the CAP in Schlossberg's Transition Theory, the C3 was able to ensure that supports are relevant to the alumni career lifecycle.

The Alumni Career Action Plan phases are as follows:

- Learn About Yourself and Career Opportunities
- Establish Community
- Gain Experience
- Develop a Growth Plan



34

Alumni engaged with the center
to serve on panels or workshops

Alumni desiring career assistance, can opt into individualized career coaching appointments, join our growing UF Connections LinkedIn group or attend one of our many virtual events that we host in partnership with the UF Alumni Association and Gator Clubs. Whether finding their first job or transitioning to another, Gator alum are invited to take advantage of the support the C3 has to offer.

Key Partnerships:

- Miami Gator Club
- Palm Beach Gator Club
- Association of Hispanic Alumni
- Association of Black Alumni- South Florida and Coral Gables Alumni Office

92 Total alumni career
development connections



STUDENT SUCCESS

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

21,753

**Total unique Career
Connections Center
student interactions**

**100% of Career Connections Center services are based on the
Career Action Plan framework**



STUDENT SUCCESS

Group Career Planning

Career Planning

Career planning is an ongoing process to help students gain insights, seek solutions and take actions to learn about themselves, discover their potential and prepare for work, citizenship and life. The C3 offers group, one-on-one, and self-guided career planning options to help students learn, discuss and reflect.

Workshops

Workshops are large group sessions focused on career planning topics. Workshops can be facilitated by a career coach, student career ambassador, employer or career consultant.



Career Conversations

Career Conversations are informal, small group conversations facilitated by a Career Connections Center career coach 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 career coach 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.

Career Success Institute

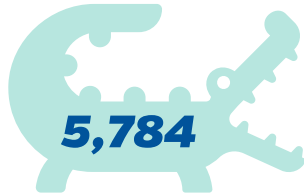
The Career Success Institute (CSI) is a six-week career and leadership cohort that helps students build their potential. Throughout the CSI program, students practice leadership skills; assess their strengths, skills and interests; and leave with tools to apply to a new experience.

“CSI was most helpful in providing a sense of comfort in our major and career tracks. It is hard to find a support system on campus that doesn't make you feel rushed or panicked about making a major selection.”

STUDENT SUCCESS

Career Planning On Your Own

CHOMP (Career Help Or Major Planning)

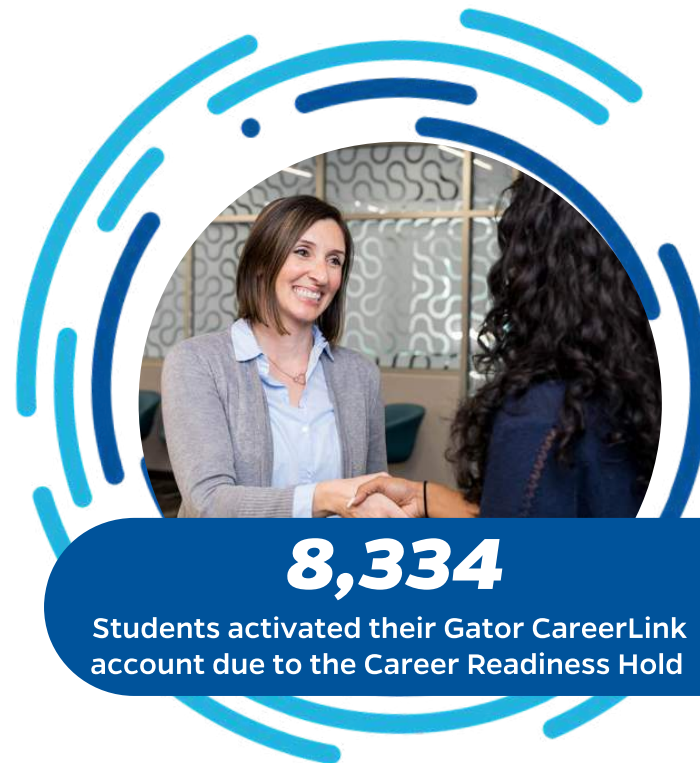


Virtual engagements
through CHOMP

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.

Career Readiness Hold

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 requires 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 to support student awareness and preparation for success after graduation.



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.

STUDENT SUCCESS

Individual Career Planning

6,503

Students participated in Career Planning at the Career Connections Center

Express Drop-In

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

- LinkedIn profile review
- Personal statement review
- Resume and cover letter review
- Mock interviews



4,156

Students served through Express Drop-In

No appointment is needed for drop-in services.



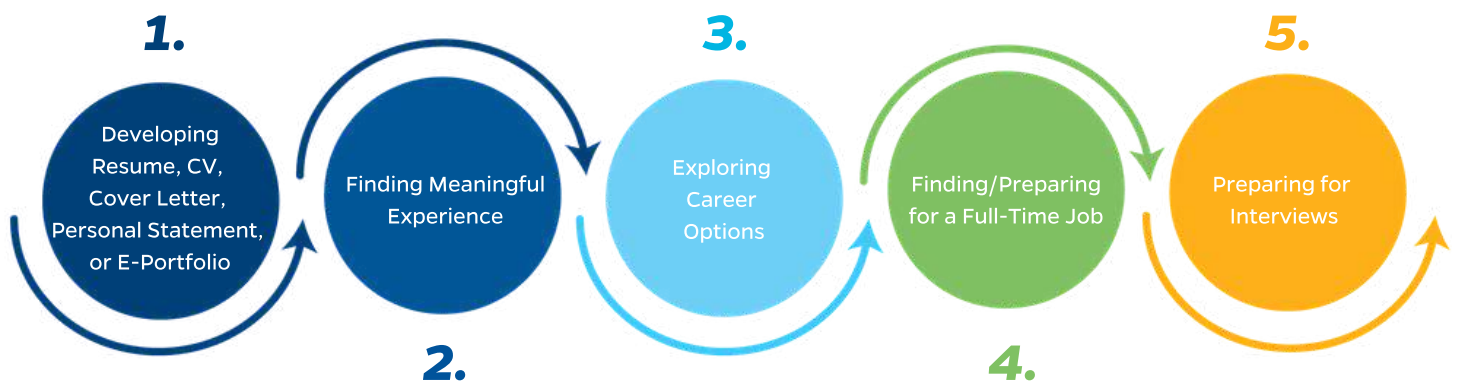
2,347

Individual career planning appointments conducted

Individual Career Planning Appointments

Appointments provide 30-minute sessions scheduled with a career coach. Students may schedule individual career planning sessions with a certified career coach to discuss more in-depth and personalized career strategies. Students leave with action steps to help them move towards their goals. Coaches also provide follow-up communication and feedback to hold students accountable.

Top Career Planning Appointment Types



STUDENT SUCCESS

Molm Family Gator Career Closet

→ **1,835** Total student visits

→ **1,366** Unique student visits

→ **1,908**
Total items gifted
to students

The Molm Family Gator Career Closet operates as an important part of the C3 by providing students with business apparel for their professional needs. The inventory includes a wide range of clothing options from suits for interviews and career fairs to business-casual attire perfect for networking events or conferences. Staff members advise students about dressing professionally and help them find outfits they feel most comfortable and confident in. The Closet continually adds to its inventory due to the generous donations from students, families, faculty, staff, employers, alumni, and the Gainesville community.

1,477
Total items loaned



*Note- The Molm Family Gator Career Coset closed on March 24, 2020 due to COVID-19

INDUSTRY ENGAGEMENT

Industry Connections

The Career Connections Center's goal for industry engagement is to transform the recruitment experience to create a robust talent pipeline connecting UF candidates with employers. We do this by increasing the types of employment opportunities for UF students and employer participation in career development and aligning and coordinating industry engagement throughout the UF career ecosystem.

The Career Connections Center is focused on building and maintaining quality, intentional relationships with employers of all industries and sizes. We work with organizations looking to recruit talent at all stages of their career. Currently, Gator CareerLink hosts more than 22,000 unique employer accounts of which over 4,000 are actively engaged with recruitment programming and activities including posting experiential opportunities, attending career fairs, hosting interviews and providing valuable education to UF talent.



8,014

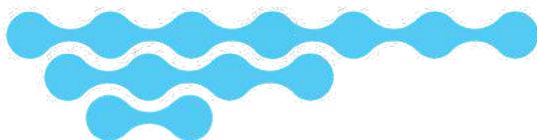
Total employment
connections made
with industry partners

1,833

Unique companies
recruited with the C3

72

Fortune 100 Companies
recruited at the C3



INDUSTRY ENGAGEMENT

Employer Hosted Events

Employer hosted events are recruiting branding activities such as information sessions, coffee chats and employer table talks, and can be either hiring or education-focused. These programs are open to all students but can be geared toward target student populations. Programs include Information Sessions, Coffee Chats, Employer Table Talks and more.

57 employers held **128** events with **3,153** student attendees

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.

10 Career Fairs

9,896 Career Fair Attendees

762 Employer Attendees

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.

513 Employer consultations conducted



INDUSTRY ENGAGEMENT



On-Campus Interviews

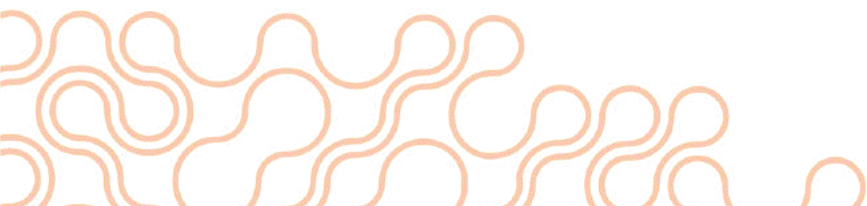
The Career Connections Center coordinates interviews for employers to meet UF students and alumni they are looking to hire for everything from full-time positions to internship experiences. These meetings range from initial screenings to final-round interviews and can take place in one of the Center's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

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. After the positions are reviewed by C3 staff and employers have the opportunity to request applications be submitted directly through the Gator CareerLink database or they provide instructions to apply outside of the GCL system.

6,537 Jobs posted in Gator CareerLink by **1,482** unique employers

4,226 Interviews conducted by **91** unique employers



INDUSTRY ENGAGEMENT

C3 Annual Hiring Survey

Each year the C3 surveys companies and organizations that are registered in the Gator CareerLink database to measure their recruiting experience and quantify how many Gators they hired for full- and part-time positions, internships and co-ops. Over 200 companies and organizations completed this year's survey. Additional questions were added to this year's survey to better understand how a company or organization's involvement and participation with the Career Connections Center and at UF impacted their ability to hire top candidates, what colleges they recruited these candidates from, and to indicate what tactics they took to connect with UF talent.

Full-Time Employers

Ernst & Young
KPMG LLP
Oracle
SharpSpring
PepsiCo

Part-Time Employers

Stephen C. O'Connell Center
University Athletic Association
Gainesville Health & Fitness
Apple Inc
Sweetwater Branch Inn

Co-Op Employers

ExxonMobil
Southern Company
Edwards Lifesciences
Ascend Performance

Internship Employers

Ernst & Young
KPMG LLC
Harn Museum of Art
PepsiCo
Axogen

Top Industries

Engineering and Mathematics
Finance and Insurance
Retail
Human Services and Social Assistance



CAREER CENTER PARTNERS

2019-2020 Career Connections Center Partners

The Partner Program offers an opportunity for organizations to demonstrate their commitment and financial support of career education at the University of Florida. We appreciate the support from the following Partners:



CAMPUS PARTNERSHIP

Faculty and Staff Engagement

Career Development is a university-wide initiative, and the success of students is a responsibility shared by the full UF community. As teachers, advisors, and experts in their respective fields, faculty are uniquely positioned to help students prepare for post-graduation success. The Career Connections Center partners and collaborates with faculty and staff to connect academic programs, career services and industry to help translate classroom content into career development skills through personalized curricular and co-curricular programming.

Faculty and Staff Symposium

The annual Faculty and Staff Symposium introduces and examines ways faculty and staff can shape career development both in and outside the classroom. This annual 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.

The 2020 Symposium was a day-long program and consisted of two tracks. The Theory Track focused on academic and advising best practices that shape meaningful experiences for students throughout their lifecycle as a Gator. The Implementation Track delved into understanding and incorporating student employment as a high impact practice and how it supports the holistic development of the UF student. Each track identified practical career development applications faculty and staff could incorporate into their respective functional areas.



338

Faculty and staff
meetings and
engagements



“ [The Faculty and Staff Symposium] has been amazing to connect with colleagues from across the university in the faculty world and the staff world and students who are all here [at UF] with the same goal in mind, but such different approaches to it. I’ve learned so much and the networking for me has been incredible. ”

INTERNAL INVESTMENTS

Staff Accomplishments and Awards

Andie Cochran, Certification

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

Matthew Cowley, Certification

*Certified Master of Career Services (CMCS),
National Career Development Association*

Matthew Cowley, Presentation

NACE Connect | "Advancing Equity Through and Despite Current Trends", June 2020

Matthew Cowley, Presentation

NACE 2020 Viewpoint | "Unconscious Bias", May 2020

Ja'Net Glover, Leadership

*Southern Association of Colleges and Employers (SoACE),
Finance Director, 2020-2022*

Ja'Net Glover, Glover, J. Halasz, T., etc., Presentation

*"The Value of External Reviews." Southern Association of Colleges
and Employers (SoACE), Memphis, TN, December 2019*

Ja'Net Glover, Presentation

*"Rebranding for Relevance and Results", The Career Leadership
Collective Accelerator series, 2019*

Sara Gould, Jaime Harsell, Presentation

*Attracting & Engaging Gen Z in Your Recruitment Process,
Gainesville Chamber of Commerce B2B Conference & Expo, July
2019*

Tiffany Griffith, Certification

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

Angel Iverson, Certification

*Certified Master of Career Services (CMCS), National Career
Development Association*

Angel Iverson, Presentation

*Co-presenter "Rebranding for Relevance and Results",
The Career Leadership Collective Accelerator series, 2019*

Angel Iverson, Presentation

*"Insider's Edition: How to Build Sustainable Pipelines", Greater
Gainesville Chamber All In GNV Conference, 2019"*



INTERNAL INVESTMENTS

Staff Accomplishments and Awards

Daneen Johnson, Presentation

Fostering an e-Identity and Career Development Globally and Locally: Collaborating Across

NAFSA: Association of International Educators Region VII conference, November 2019

Daneen Johnson, Presentation

Developing a Diverse Educator Pipeline: Starting the Journey to Social Justice in the Classroom,

The Imperative for Social Justice in Schools: Collaborations and Conversations with Community and Educational Leaders (hosted by All Y'all Social Justice Collective), October 2019

Daneen Johnson, Certification

Certified Career Services Provider (CCSP),
National Career Development Association

Kristin Knopf, Award Recipient

Division of Student Affairs Superior Accomplishment for Clerical/Office Support, 2020

Erin Lin, Certification

Certified Career Services Provider (CCSP),
National Career Development Association

Erin Lin, Award Recipient

Huy D. Huynh Hall of Fame inductee 2020

Erin Lin, Award Recipient

Society of Women Engineers

Outstanding Support of Women in Engineering Award, 2020

Alison Noonan, Certification

Certified Career Services Professional (CCSP),
National Career Development Association

Allie Simon, Certification

Certified Career Services Professional (CCSP),
National Career Development Association

Keira Simmonds, Certification

Certified Master of Career Services (CMCS),
National Career Development Association

Julia Vollrath, Certification

Certified Master of Career Services (CMCS),
National Career Development Association



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