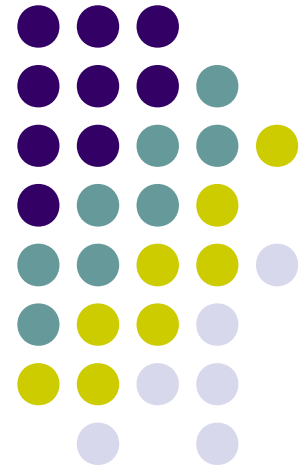


No Time Like the Present: Engaging First Year Students in Career Planning

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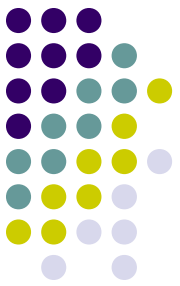


Salut de la Floride!

Greetings from Florida!



- The University of Florida is a public, four-year institution with approximately 50,000 students.
- It has 16 colleges and over 100 undergraduate majors.
- Freshman retention rate is 94%.
- Very “traditional” campus.

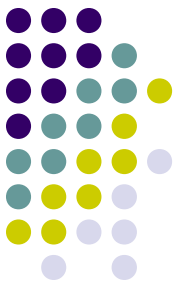


- Analysis of staff workloads was made.
- New position was created: Assistant Director for Career Development – First and Second Year Experience.
- Position was a career counseling position on the career development team. Focus was on outreach, not counseling, and it is would be a first point of contact.
- National search was conducted and position was filled.

Strengthening Existing Relationship with New Student Programs



- New Student Programs exists within the Dean of Students Office.
- Oversees, freshman orientation, First Year Florida Course, freshmen programming and Common Reader Program.
- Met with NSP within the first month to strengthen existing relationship and brainstorm.



Tackling Preview

- Freshman orientation: two day event for 6,200 accepted freshmen.
- Consulted with colleagues and standardized presentations and tabling.
- Focused on what was developmentally appropriate content with a brief overview of services.
- Added a parent open house on day two.

Committee Work and Early Outreach

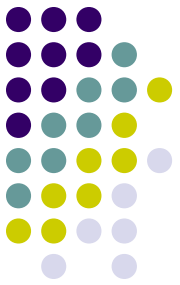


- Joined the Weeks of Welcome committee and highlighted career events on calendar.
- Joined the Family Weekend committee and created a program for parents and students.
- Through committee work was able to educate faculty and staff on career counseling.
- Participated in Gator Mania.

First Year Florida



- Advertised outreaches to instructors.
- Provided assignment topics for inclusion in curriculum.
- Taught a section for exploratory students.



About those Parents...

- Developed a parent open house at Preview.
- Added a family page to the website.
- Established a parents and families section in our career research library.
- Designed a brochure for parents.
- Provided the business card of a CRC contact for all parents.

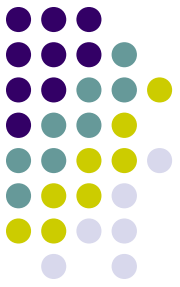
The Perils of Programming



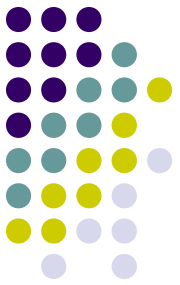
- Career Scoop
- S.P.A.C.E.
- Housing Programming

- Renewed concentration on “stealth programming.”

Expanded Part-Time Listings



- Advertised existing part time job fair to Preview students.
- Began listing part time positions in Gator Career Link.
- Recognized that helping students with part time employment now leads to repeat visitors.
- Researched on- and off-campus employment resources and created www.crc.ufl.edu/parttime



The Results?

- Percentage of all students seen at the CRC who are freshmen:
 - 2006-2007: 10%
 - 2007-2008: 12%
 - 2008-2009: 17%

Questions?

