

Career Changes: Re-evaluation and Transition

By Rebecca Boyajian & Susan Roudabush

As you go through life, your needs and values change over time. During your college years, you grow academically, your interests change and you find that your career options have broadened. What you initially thought was the perfect career choice for you might not be so perfect anymore.

From time to time you need to re-evaluate yourself, both personally and academically, in order to achieve your ultimate career goal. After re-evaluation, you may realize that your career goals have changed, thus moving you into a transition phase—a time full of questions.

What happens when things change?

During re-evaluation and transition, different careers may start to appeal to your new interests.

Michele Rollen, a public relations junior, initially came to UF from Santa Fe Community College where she had majored in fine arts. However, Rollen went through a personal and academic re-evaluation and realized that she wanted to have a well-paying career that involved creativity and interaction with people.

“I had to evaluate my personality for my profession,” Rollen said. She had been interested in graphic design, but soon realized that she could not sit in front of a computer for more than two hours at a time.

“I started asking professionals a lot of questions and visited television and radio stations to see different types of fields I might like,” Rollen said.

Rollen suggests, “Go to the top person in that field and quiz them.”

Information interviews and job shadowing

can help you learn more about the career you’re interested in.

What doesn’t make me happy?

Re-evaluating career goals often can help you find what makes you the happiest.

“I knew I wouldn’t be happy being a starving artist,” Rollen said.

After researching fields in fine arts, Rollen discovered that starting salaries were much lower than what she needed.

“My happiness was the basis for my switch,” Rollen said. “I need freedom and I like the flexibility PR offers. I can go anywhere and do anything.”

Are my goals attainable?

After discovering a different career path, you must evaluate the situation and see if your new goals are attainable.

“My schedule was compatible with the PR major,” Rollen said. “I wouldn’t have come in if it set me back more than a semester.”

Rollen’s current goal is to be a public relations/marketing professional for the theater or movie industry. She said that she still wanted to be involved in some aspect of art, and PR in the theater or movie industry would allow that.

Re-evaluation and transition is a reoccurring step in the education, career and life planning process. “We’re going through these steps all the time,” said Lisa Severy, assistant director for graduate services. You may go through many changes before finding the right career. The CRC can assist students through workshops, career counseling and literature to help them move closer to their new career goals.

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“The important thing is not to stop questioning.”
– Albert Einstein

Need help choosing your major? Stop by the CRC for walk-in career counseling: Summer Hours

Monday
1 p.m. - 3:30 p.m.

Tuesday
9 a.m. - 11:30 a.m.

Thursday
1 p.m. - 3:30 p.m.

Top 10 Best Companies for Minorities, according to Fortune's 3rd Annual List of Best Companies for Minorities

1. Advantica
2. Levi Strauss & Co.
3. Fannie Mae
4. Sempra Energy
5. Dole Food
6. Union Bank of California
7. Public Service Co. of New Mexico
8. Avis Rent A Car
9. U.S. Postal Service
10. SBC Communications

Adding to the Mix

by Nadene Francis

The increase in minority student enrollment in colleges and universities in the United States has contributed to a population of students who look for companies that practice the preaching of workforce diversity.

Students like Eunice Mobley, said that a company's commitment to diversity is an important factor in her job search.

"I would love to find a company that supports diversity. It brings a mixture of minds that enriches any project you're working on because different people have different ideas."

Mobley, a public relations senior is optimistic about her ability to find companies that promote diversity.

Companies like Fannie Mae, Bell South, Pitney Bowes and Bank of America have received national recognition for their efforts in recruiting, retaining and promoting acceptance of different peoples.

Anne McCloud, manager of special events & diversity recruiting, Banc of America Securities said companies she's interacted with pay more attention to diversity than in years past.

"I think people had to pay attention to diversity, because of the Civil Rights Act of 1964 they had too, but now it makes business sense.

Bank of America was ranked No. 17 on *Fortune's* 3rd Annual list of Best Companies for Minorities in 2000 because of achievements like their minority scholarship funds and the number of women and minority representation in key markets nationwide.

Bank of America has the largest corporate foundation that includes scholarship programs for ADA students and \$2 million in minority scholarship pledges to the United Negro College Fund and Hispanic Scholarship Fund. *Working Mother* magazine also named them as one of the Top 10 Companies for Working Mothers eight years in a row.

McCloud said the company's efforts to promote diversity have positively influenced the lives of associates at every level.

McCloud encourages students who want to research a company's commitment to diversity to start at the company website. Recruitment publications, annual reports and face-to-face interaction with corporate recruiters are additional ways to learn about a company's commitment to diversity.

For more information go to these websites:

Gogay.net
Diversitydirect.com
Corpdiversitysearch.com
Blackcollegian.com
Fortune.com
Choiceemployment.com
Businessdisability.com
Diversityinc.com

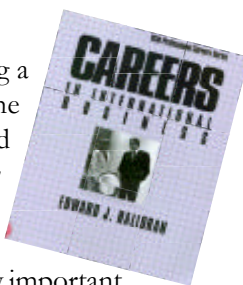
"Challenge the mind and capture the heart."
-Carly Fiorina, Chairman & CEO of Hewlett-Packard Company, & ranked by Fortune the #1 Most Powerful Woman in Business in 2000.

College of Business, Warrington

Book of the Month

Careers in International Business by Edward J. Halloran (VGM Career Horizons, 1995)

Do you have an interest in pursuing a career in international business or the global marketplace? If so, you should check out Edward Halloran's *Careers in International Business* available within the Career Resource Center (CRC) library.



The book begins by addressing the very important question: "What is in it for you?" Once this question has been addressed, the author then thoroughly investigates the many other questions associated with pursuing a career in the global marketplace. What type of training should students be seeking for a career in international business? How should students prepare themselves for working in culturally diverse environments? How should students begin their international business job search? Each chapter has questionnaires that are intended to help readers come to a truer understanding of international business and their position in it. Review this book today at the CRC library!

This book was reviewed by Mark Peltz, assistant director for employer relations and research & Carlos Hernandez, associate director of career development, liaisons to the College of Business.

Company of the Month

Name: Lucent Technologies

Description: Global supplier of communications network equipment

Headquarters: Murray Hill, New Jersey

Majors Hired: All

Estimate # of Employees: 125,000 worldwide

Contact Information: Dianne Harrington-Gocek

9333 S. John Young Parkway

Orlando, FL 32819

Phone: (407) 371-6645

Fax: (407) 371- 7301

Website: www.lucent.com

Facts: Ranked 25th on *Fortune's* 3rd annual list of Best Companies for Minorities in 2000.

Career Spotlight

BUSINESS GEOGRAPHY

Behind every hotel chain, shopping mall, movie theater and restaurant is a geographer, said Grant Thrall, UF professor of geography.

Incoming students don't declare geography as a major upon entering school across the nation, said Thrall. Many wonder what type of future they would have with a degree in geography. However, with the right classes a geography student can have a very promising future.

"When I started college, my original major was forestry, really because I love the outdoors," said Juan del Valle, one of Thrall's former students who is now the Manager of Worldwide GIS at Blockbuster, Inc. "I ended up with a BA in geography. Instead of immediately joining the workforce, I decided to stay at UF to complete an MA in geography. I wound up graduating with an MA in geography, specializing in retail site selection and GIS."

Many students find Thrall's class by accident. A student will take a geography course to fulfill a university requirement and then realize that they really like the subject, Thrall said.

Today, using new software, a geographer can forecast what a company's revenues will be in a new location. They tell the dealmakers where they should be located to make a profit. Many people don't realize that geographers are the ones making the big decisions about where to put the next Eckerd or Starbucks. "Microsoft employs about 140 geographers," Thrall said.

"Geography has become a big business," Thrall said. With software, data and the income of people employed in the industry it has become a \$40 billion/year industry. Business Geography has become one of the top 20 careers today.

"Business Geography is in high demand, both at entry and management levels," said del Valle. "This favors the job-seeker. A business geographer can be very marketable."

"When a company needs a geographer they come to the mother source," Thrall said, with a smirk. Thrall's

Continued on pg. 4

College of Liberal Arts & Sciences

Company of the Month

Name: Ferguson
Description: Locates and delivers an inventory of parts and supplies to customers, such as plumbers, mechanical contractors, kitchen and bath dealers, builders, large industrial businesses and manufacturers, municipalities and the waterworks market.
Headquarters: Newport News, Virginia
500 locations in 38 states, Washington D.C., Puerto Rico & Mexico
Majors Hired: All
Estimate # of Employees: 8,000
Contact Information: Ashley Cawthon
P.O. Box 2778
Newport News, VA 23609-0778
Phone: (757) 879-2385
Fax: (757) 989-2501
Website: <http://www.ferginc.com>
Facts: Currently recruits 450 associates from colleges & universities across the country.

Book of the Month

1001 Businesses You Can Start From Home by Daryl Allen Hall (1992)



Have you always dreamed of being your own boss or don't think the corporate world is for you? If you envision yourself as an entrepreneur, this book will aid you in exploring your options as a future small business owner. The latest work-from-home opportunities are presented, as well as information about potential income, start-up costs, challenges, location requirements, and much more!

This book was reviewed by Lamandra Jenkins, graduate assistant

Business Geography

Continued from pg. 3

students have gotten jobs with such companies as Blockbuster, Office Depot and Red Lobster.

Thrall said his students receive multiple job offers upon graduation. The average starting salary is \$38,000 to \$42,000/yr for a B.A., and \$75,000 to \$100,000/yr with an M.A.

Thrall said he suggests his students get a business minor, or if they are a business major, get a minor in geography. Thrall also mentioned that although you make a good amount of money, there isn't a lot of job security in business geography, and many of his students often move around. It can also be stressful due to a high-risk environment.

Thrall said a lot of people think a business geographer is the same as an urban planner, but this is not the case. They make very different decisions. An urban planner is concerned with how much of a traffic increase a new store is going to create. A business geographer, on the other hand, is concerned with how much that store's revenues will increase, and "there is no reason for an urban planner to know that," Thrall said.

"Our economy is becoming more and more service oriented, said Thrall. At the same time, the car has allowed ever-greater freedom of movement, leading to more geographically complex cities. Geographic technology has kept up by providing businesses with great precision in targeting prospective customers and identifying where those customers are. Therefore, the demand for business geographers will only increase."

Grant Thrall teaches undergraduate and graduate courses here at UF. He serves as Chair of the city's Downtown Redevelopment Advisory Board and has been a member since 1990. On December 31, 1996 and January 1, 1997, the Mayor and City Commission of the City of Gainesville officially declared "Grant Thrall Days" for his service for the Downtown Redevelopment Agency. He can be contacted at (352) 392-0494 or thrall@geog.ufl.edu. His website is: <http://www.afn.org/~thrall/>

Finding a LGBT-Friendly Workplace

by Elaine Casquarelli

The process of locating an internship or job can be stressful enough. When you add concerns about sexual orientation to the mix, the task at hand becomes even more difficult.

In recent years, the workplace has witnessed advances in employment protection and benefits for transgender, bisexual, lesbian, and gay employees; however, there is still much to be accomplished.

According to the 2000 State of the Workplace Report for Lesbian, Gay, Bisexual and Transgendered Americans, 11 states currently provide employment protection for lesbians and gay men. These include California, Connecticut, Hawaii, Massachusetts, Minnesota, Nevada, New Hampshire, New Jersey, Rhode Island, Vermont and Wisconsin. Minnesota also offers the same protection to its transgendered workers.

The private sector has traditionally taken the lead in providing employment protection and health benefits to its LGB employees. To date, 255 Fortune 500 companies and 883 other private sector employers include sexual orientation in their non-discrimination policies; and 102 Fortune 500 companies and 555 other private sector employers provide partner benefits.

As a LGBT student, how do you find out which organizations offer benefits and protection and which ones don't?

First, you can consult the book entitled "The 100 Best Companies for Gay Men and Lesbians," located in the diversity section of the Career Resource Center Library.

Second, you can access HRC's website (www.hrc.org). From the Worknet link, you'll be able to review a list of companies and governmental entities that currently include sexual orientation in their non-discrimination policy and/or provide partner benefits.

Finally, you can ask appropriate questions related to diversity issues during the job interview. This method is particularly useful when you don't have information about the organization's policies regarding sexual orientation prior to the interview. This is also a good venue for eliciting information if you have not disclosed your sexual orientation to the recruiter/interviewee. Sample questions include the following: "Does your organization value diversity? If so, How?" "Does your organization provide diversity training? If so, what diverse groups are included in your training program?" "Is racial, ethnic, and gender diversity currently represented in middle and upper management?"

By taking the extra step of locating LGBT-friendly organizations, you can increase your chances of finding success and happiness in your career.

Are You Registered on GatorTrak?

Log on now!
crc.ufl.edu/gatortrak

GatorTrak is a free on-line resume referral system.

Note: You must stop by the CRC to fill out a pink release of information card before you upload your resume.

Read these books in Section 8 at the CRC Library!

LGBT Professionals Speak (Binder)
Gay Issues in the Workplace by Brian McNaught
The 100 Best Companies for Gay Men and Lesbians by Ed Mickens
Out & About Campus by Kim Howard & Annie Stevens
The Corporate Closet by James D. Woods

Calendar of Events for August & September

**Got a Job Offer?
Let Us Know!**

Complete Job Offer Report Forms available at the CRC Customer Service Counter and in the Library!

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|--|--------------|------------------|-------------------|
| Career Showcase Host Orientation | Aug 30 | CRC | 4:05 p.m. |
| | Sept 5 | CRC | 1:55 p.m. |
| | Sept 6 | CRC | 3:00 p.m. |
| | Sept 10 | CRC | 3:00 p.m. |
| | Sept 12 | CRC | 4:05 p.m. |
| Tips for Professional Success Cover Letters & Other Corres. | Aug 28 | CRC | 4:05 p.m. |
| | Aug 31 | CRC | 1:55 p.m. |
| GatorTrak, What is It and How Can You Utilize It? | Aug 31 | CRC | 11:45 a.m. |
| | Aug 29 | CRC | 2:00 p.m. |
| On-Campus Interviewing & Navigating GatorTrak | Sept 7 | CRC | 11:45 a.m. |
| | Aug 28 | CRC | 3:00 p.m. |
| Preparing for Showcase | Aug 29 | CRC | 12:50 p.m. |
| | Aug 30 | CRC | 1:55 p.m. |
| | Aug 31 | CRC | 4:05 p.m. |
| | Sept 4 | CRC | 1:55 p.m. |
| | Sept 7 | CRC | 4:05 p.m. |
| | Aug 27 | CRC | 1:55 p.m. |
| | Aug 28 | CRC | 12:50 p.m. |
| Resume Preparation | Aug 31 | CRC | 10:40 a.m. |
| | Sept 4 | CRC | 5:10 p.m. |
| | Sept 7 | CRC | 1:55 p.m. |
| | Sept 7 | CRC | 3:00 p.m. |
| | Sept 7 | CRC | 3:00 p.m. |
| Dress for Success (Men) | Sept 7 | CRC | 3:00 p.m. |
| Career Showcase | Sept 19 & 20 | O'Connell Center | 9:00 am – 3:00 pm |
| Sociology Career Day | Sept 12 | RU Auditorium | 3 p.m. – 5 p.m. |

Sound off

Tell us what you think or share your career development experience with us. (What would you like to see in future issues? How was your first interview? What's the hardest part of your job search?) Comments and submissions to this section will be shared in the upcoming on-online issues. Drop your comments in the Spectrum box in the library or send an e-mail to spectrum@crc.ufl.edu

Visit us on-line at www.crc.ufl.edu/spectrum



The Spectrum is published each month (except July-August & December) to inform students of career development issues, opportunities and related CRC programs and services.

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