

# UNIVERSITY CAREER SERVICES

**SFAC FALL 2014**

**Explore your Cougar Pathways to Success!**

**EXPLORE**



**ENGAGE**



**EMPOWER**



**EMPLOY**



UNIVERSITY of HOUSTON

UNIVERSITY CAREER SERVICES



/UH.UCS



/UHCAREERS



@COOGCAREERS

106 STUDENT CENTER | (713) 743-5100 | UCS@UH.EDU | WWW.UH.EDU/UCS

## I. Executive Summary

One of the most important and vital services afforded to University of Houston students and alumni is offered by University Career Services (UCS). University Career Services (UCS) offers a multitude of services to assist students and alumni by integrating career development strategies to help with their journey to success. UCS promotes and encourages personal responsibility in the exploration and achievement of both career and employment goals.

- **University Career Services Vision Statement.** University Career Services will be the premier career services provider at the University of Houston.
- **University Career Services Mission Statement.** University Career Services provides quality of services to our constituencies through leadership and quality relationships built on a foundation of integrity. UCS constituencies include students, faculty, staff, alumni, and employers.

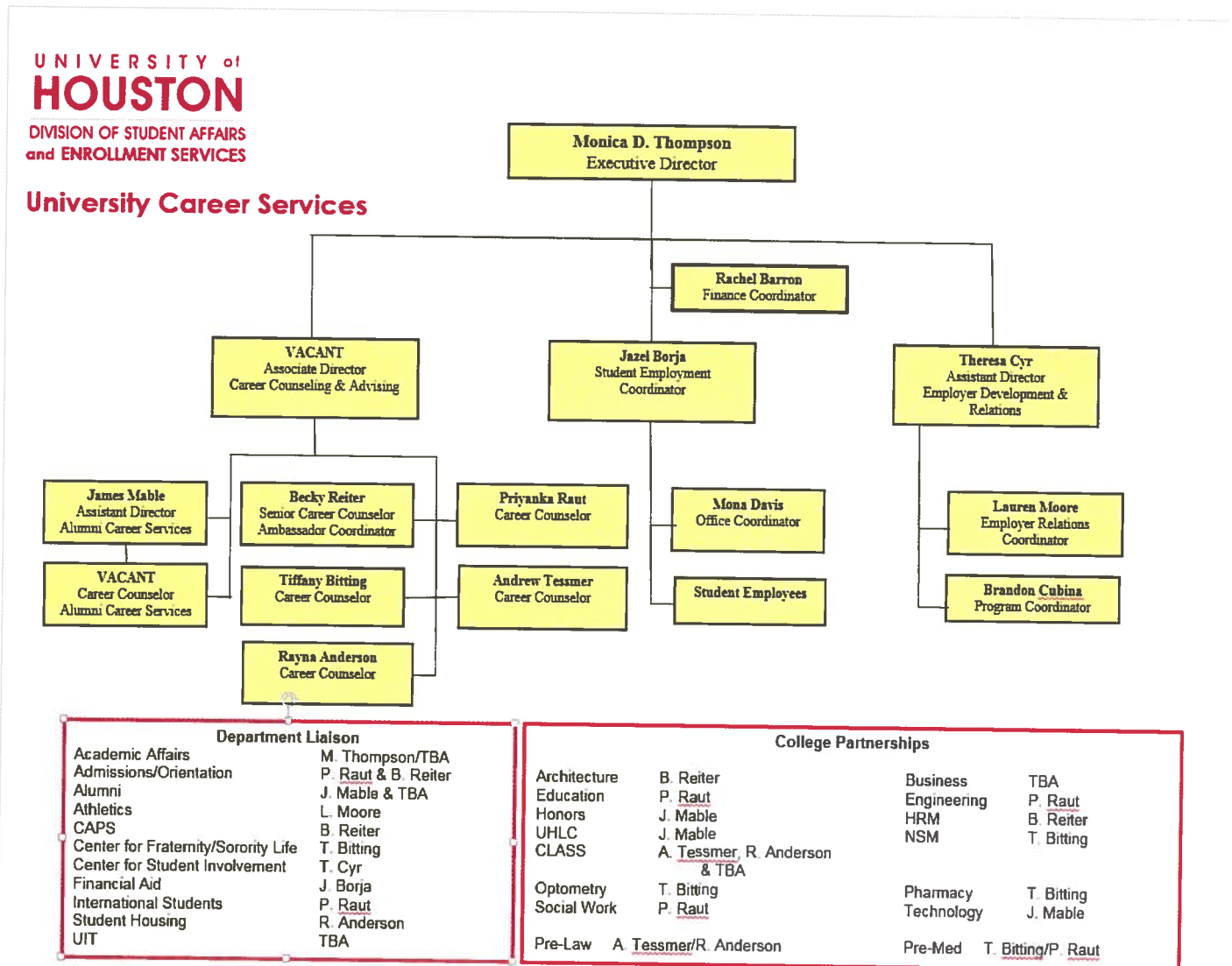
University Career Services' mission is accomplished by first assessing individual students' needs and by providing the appropriate resources to foster self-understanding and goal-clarification. Depending on students' interests and level of career development, additional resources are often utilized, including career assessments, resume-writing assistance, interview skill development, part-time and summer job search assistance, assistance in securing an internship, a referral to a career advisor/mentor, and/or suggested sources for additional reading and research. University Career Services offers a wide range of programs and services that will help reach the student's goals, both while at UH and long after. UCS advances student success by encouraging the following:

- **Explore** different majors and careers using assessments and research; early major identification is essential for students to begin taking classes toward their major, and will allow for a greater understanding of career fields and have more career options as the student progresses with their college education.
- **Engage** with UCS career counselors through one-on-one counseling and skills workshops - ranging from mock interviews, resume critiques, to job hunting.
- **Empower.** Students and alumni are **empowered** to investigate their pathways and network with employers to find the right industry for them.
- **Employ.** Our ultimate goal is to work with companies and organizations to **employ** our students during career fairs and on-campus recruitment.

UCS actively develops relationships with campus, employers, alumni and community entities that will ultimately help to ensure the success of UH job candidates during and after their college careers at the University of Houston. In addition, the unit accomplishes its mission by embracing the principles of quality customer service in its relations with the campus and corporate communities. Corporate entities are advised as to the most effective ways to target and hire UH job candidates. The unit's mission is advanced by maintaining a highly-qualified staff of career counselors and managers and by providing opportunities for staff/professional development. The unit strives to be abreast of, and apply, the latest technologies in making career services accessible to students of a major research university.

The benefits of a robust and vital career services unit on a university campus are multifold. The literature strongly suggests that a student with a career goal, even a tentative career goal, is more likely to persist and achieve his/her educational objectives than a student without a career goal. Students who are successful and satisfied in their pursuit of a career are more likely to become satisfied alumni, many of whom may be in a position to assist the university in annual giving, recruitment of qualified students, and legislative relations. In addition, students benefit when the career center builds bridges between the university and the larger community. Public and corporate support, while intangibles, are extremely important to a public university and they often lead to tangible benefits to be enjoyed by current students, alumni, faculty, and staff. University Career Services is grateful for the continuing support of the Student Fees Advisory Committee.

2. University Career Services Organization Chart



3. List your unit's strategic initiatives and action steps identified for the 2013-2014 academic year and cite the specific Division of Student Affairs and Enrollment Services (DSAES) Strategic Initiatives and University of Houston Strategic Goals to which they relate (links below). Please comment on your success in achieving these strategic initiatives/action steps. If a strategic initiative/action step changed during the year, please note this and explain. List any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items

As a result of the Department's External Review in February 2013, the follow up Administrative Focus Group hosted by UH Human Resources, and the external consultant report for employer relations in November 2013, the following accomplishments can be reported along with additional items currently in the works as this report is being submitted:

- I. Major Accomplishments
  - A. Staffing (DSAES #2)
    - i. Hired a new Executive Director
    - ii. Hired a new Career Counselor/NSM Liaison and a new Office Coordinator
    - iii. Hired two additional career counselors – CLASS and Alumni Career Services
    - iv. Created a new Recruitment Services and Outreach Coordinator
  - B. Technology (DSAES #2)
    - i. New online platforms for enhanced career services delivery were implemented during summer 2014. Both Symplicity and CareerShift were purchased and are being implemented for the start of the new school year (FY15).
    - ii. Based on a technology review and the new DSA IT Services, the office upgraded the desk tops in the common areas in spring 2014 and professional staff in August 2014.
    - iii. The new phone system was installed in spring 2014.
    - iv. Updated the UCS website for easier access of programs, services and activities. The website was decoupled from the old platform (Coldfusion); it is now in sync with the University brand and CMS.
  - C. Improved Employer Relations (DSAES #6)
    - i. Eliminate posting fees for positions with Job Bank
    - ii. Discontinue the JobScan feature and redirect all postings through Job Bank
    - iii. Eliminate fees for resume searches
    - iv. Created a new employer's coffee station.
  - D. Physical Space (DSAES #2)
    - i. UCS Reception Area renovation and install interactive/digital signage
    - ii. Installed a large window cling promoting UCS facing E. Cullen from the Student Services Building
- II. Accomplishments
  - A. A new Vision statement, Values Statement and Department Goals were created in spring 2014 at a staff retreat; the Mission Statement was re-written at the same time. (DSAES #2 & 5)
  - B. Increase our role in managing student employment across the campus. (DSAES #2)
  - C. Implement new and additional career fairs, on-campus interview options, and virtual interview options for employers. (DSAAES#2)

- III. Improvements to operations (DSAES #1,2,4,5,&6)
- A. Payment for services will be accepted either by credit card or Purchase Order (PO) only; we will no longer accept cash or checks
  - B. Initiate a massive "house cleaning" of the files, library and resources, and storage/supply closets.
  - C. Updated and revised UCS handouts and transformed into PDF's for the website
  - D. Re-organize the staffing infrastructure to better support all full-time, practicum and student employees; created opportunities for staff involvement. Significant changes included:
    - i. Realign all Employer Development and Relations staff under one Assistant Director
    - ii. Realign the Office Assistant, now Office Coordinator, to report to the Student Employment Coordinator
    - iii. Realign all student employees under that Student Employment Coordinator
    - iv. Create a joint reporting line for the newly created Alumni Career Services counselor to report to both the Associate Director and the Assistant Director for Alumni Career Services
  - E. All staff attended either the NACE annual conference or the NCDCA annual conference for the first time; additional staff also attended the local HACCC conference and the SoACE conference.
  - F. All staff participate or lead one of the following committees: Assessment, Marketing, Technology and Social Media.
  - G. A manual for student employment operations was created for the first time
  - H. Expand the Ambassador program and duties
  - I. Initial work on establishing an operations manual for the department for the first time.

4. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned strategic initiatives and/or action steps and their importance as compared to others that you might pursue. Where data exist, discuss the number of persons served by each of your programs and any assessment measures and/or learning outcomes used to evaluate program success. Please provide the method for collecting these data.

---

During the 2013-2014 school year, UCS slowly transitioned to full utilization of Baseline/Campus Labs survey systems and eliminated surveys powered by ColdFusion, the former e-platform. Symplicity, the new career management system, launched at the beginning of the fall 2014 semester will be utilized along with Baseline/Campus Labs to collect student job offers and track employer data.

---

The means of evaluating departmental objectives include student and employer satisfaction surveys; student surveys following all sessions; follow-up surveys (employers); the Campus Recruitment Surveys (employers). The results of these analyses served the evaluation and planning functions for University Career Services.

The defining and prevailing goals of UCS are: 1) to make job opportunities, career development and job search strategies and related services as efficient, effective, and accessible as possible for both job candidates and private sector entities, and 2) to assist UH students and alumni in career assessment and career decision-making. These objectives are relevant and realistic given the unit's resource base.

5. Please discuss any budget or organizational changes experienced since your last (FY2015) SFAC request, their impact on your programs, and your reason for implementing them. SFAC recognizes that some programs did not receive the funds that they requested, that some programs were impacted by additional expenses after the conclusion of the budget cycle, and that some programs may be ahead of or behind their self-generated income projections. In addition, if your unit concluded FY2014 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

As a best practices decision, UCS eliminated all fees to employers for posting positions which is an antiquated business model and what generated so much revenue over the last three decades. A new focus revenue generation with a new business model for career fairs and MORE career fairs. In collaboration with University Advancement's Corporate and Foundation Relations teams, a new corporate relationship program was established, Cougar Corporate Programs. This program provides new opportunities for employers to work with UCS and have access to students during the recruitment season. It also has a direct financial benefit to UCS, University Scholarships and the University Library. In addition, the Corporate Relations Team in University Advancement are assisting UCS in evaluating the current gifts for naming interview rooms and bringing the practices in-line with new standards of operation. The new business model for the career fairs will become the new revenue generation model for the department notwithstanding the Cougar Corporate Program.

➤ Rationale for FY2015 One-Time SFAC funding request:

Comment:

1. Alumni Services Career Counselor

a.	FY2015 One-Time SFAC Funding.....	\$26,228
b.	Matched by UCS.....	\$26,228
c.	Total to support position.....	\$52,457

- The new business model for generating revenue from the enhanced and more frequent career fairs was implemented this fiscal year. Fees paid by employers to be at the Career Fairs and the fees paid by alumni for services (beginning one full semester following graduation or six months past graduation) will generate revenue to match the SFAC funding.
- It is important to note, that UCS will begin to provide programs and access to career counselors on site at UH-Sugar Land starting this fall semester.

6. Please list your 2015-2016 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Strategic Initiatives and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

1. Improve technology to better meet the needs of the students and employers (2e)
2. Build a stronger UCS presence on campus through increased collaboration and strong partnerships among UH departments (6)
3. Improve UCS's infrastructure, support staff professional development, and increase budget and programs offered (2)
4. Improve employer development and relations through active engagement; build strong partnerships with employers, UH alumni and Houston community (6)
5. Develop new and intentional career-related programs and events to engage students and employers(1)

1. FY16 Base SFAC Funding (base augmentation, \$78,685)

- a. Alumni Services Career Counselor..... \$26,228\*\*
- b. Career Counselor @ UH-Sugarland..... \$52,457\*\*\*

- UCS makes a commitment to fund .5FTE annually for the Alumni Services Career Counselor; we should easily be able to make this with revenue from Career Fairs and ACS fees.
- This is a full-time (1.0 FTE) position to support the career services/programs at UH-Sugarland.
- The FY16 base augmentation would be for a total of \$78,685 (1.5 FTE for a 1.0 FTE at UH-Sugar Land and the .50 FTE for ACS Career Counselor).

6. What are the other possible sources of funding available to your unit and what efforts are being made to access them (e.g. grants, donations, etc.)? If you receive funds from other sources, please briefly describe the source, purpose, and duration of the funding and report the amounts received in the appropriate rows/columns on the SFAC Spreadsheet.
- Sources of funding available to UCS is noted in Funding Sources section of the UCS budget. The full UCS budget is attached.

3		FY 2014	FY 2014	FY 2015	FY 2015	FY 2016
4 Name of Unit: H0215 University Career Services						
5		Approved Budget for 2013-2014	Actual Budget for 2013-2014	Approved Budget for 2014-2015	Projected Actual for 2014-2015	Budget Request for 2015-2016
6	<b>Funding Sources (All)</b>					
7	Student Service Fees-Base Request (include any merit or mandated increases)					
8	Student Service Fees One-Time Allocation-FY2014					
9	Student Service Fees One-Time Allocation-FY2015					
10	Student Service Fees One-Time Allocation-FY2016					
11	Student Service Fees Base Augmentation			52,457		78,685
12	Student Service Fees OT Fund Equity Rollover					
13	Dedicated Fees-Base Budget					
14	<b>Income from all other sources</b>					
15	Sales & Services Income					
16	Programs/Events Income					
17	Facility Rental Income					
18	Gifts/Donations	5,000	14,000	3,000	17,150	30,000
19	Designated (Fund 2)					
20	State Funding (Fund 1)					
21	Grants (Fund 5)	60,000	60,000	60,000	60,000	60,000
22	<b>Other Income (itemize below)</b>					
23	Resume Service/JOBank Resume Bank	50,090	18,000	35,010	0	0
24	Career Develop/Voc Assess/Career Fairs	14,000	52,579	24,500	44,000	44,000
25	Alumni Services/Alumni Career Fairs	16,050	12,966	20,050	52,000	52,000
26	Fund Equity Transfer		66,000			
27						
28	<b>Sub-total of Income</b>	<b>944,313</b>	<b>1,075,174</b>	<b>994,190</b>	<b>1,051,008</b>	<b>1,116,315</b>
29						
30	<b>Deductions from Income</b>					
31	Student Fee Waivers	0	0	0	0	0
32	Bad Debt	0	0	0	0	0
33	Funds moved to reserve cost center	0	0	0	0	0
34	<b>Sub-total of deductions from income</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
35						
36	<b>TOTAL INCOME</b>	<b>944,313</b>	<b>1,075,174</b>	<b>994,190</b>	<b>1,051,008</b>	<b>1,116,315</b>
37						

The following changes impacted the UCS budget in FY2014:

UCS continues to seek and receive funding from external sources with the objective of reducing its reliance on Student Service Fees. As documented in its current SFAC financial report, UCS received during the previous year \$14,000 in corporate gifts; \$83,545 in generated income; and a \$60,000 Federal grant. With the elimination of fees charged for employer job postings, UCS had an 18.2 percent decreased in generated income over the previous year. This significantly impacted the budget because the previous year, UCS realized a 32 percent increase in generated income.

As noted above, UCS has received \$60,000 for FY 2014 from the US Department of Education for the continued administration of the Job Location and Development (JLD) program. This Federal program allows college and university career centers to use a portion of an institution's Work-Study monies to develop off-



campus job opportunities for students. The grant is used, in part, to support salaries and operating expenses for the Student Employment Coordinator.

**8. Please describe any services that are similar to yours and/or any overlap between your unit and any other unit(s) providing services to students and the rationale for the overlap.**

At University of Houston, we have a hybrid model of career services. Typically, business, engineering and law career centers are separated out among universities with a centralized model across the nation. However, on this campus, business, hotel restaurant management, law, technology and graduate college of social work have their own career centers, while the other six colleges do not. Having multiple resources for career preparation can benefit students and UCS serves all students of all majors, every student or alumni have access to UCS for assistance.

Since the Career Services Campus Consortium was created by Mr. Daniel Maxwell, Associate Vice Chancellor/Associate Vice President for Student Affairs, there are more collegial collaborations with career services colleagues. We recognize our common goal and seek ways for college based career services units and UCS to collectively deliver career services on University of Houston's campus.