

UNIVERSITY of HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

Student Fees Advisory Committee (SFAC) Program Questionnaire FY 2016-17



University Career Services Staff, Fall 2015

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 career 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 counselor, 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 student to do the following:

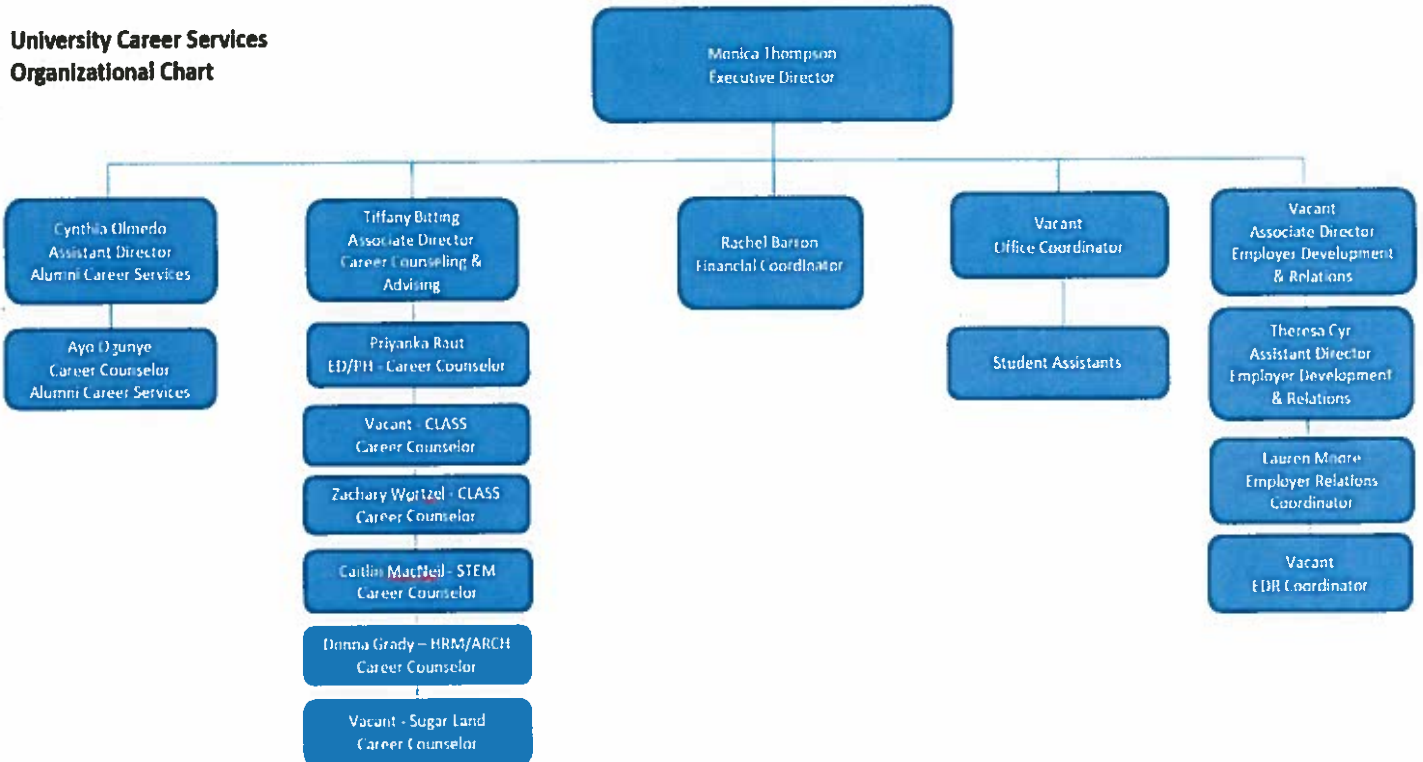
- Explore different majors and careers using assessments and research; early major identification is essential for students to begin taking classes toward their major, and will allow for a greater understanding of career fields and have more career options as the student progresses with their college 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 2014-2015 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

The following accomplishments can be reported along with additional items currently in the works as this report is being submitted:

I. Major Accomplishments

Action Steps

A. Staffing (DSAES #2)

- i. Hired a four new Career Counselors, established college and campus liaison roles

- ii. Hired two new UCS leaders, Associate Director and Assistant Director.

B. Technology (DSAES #2)

- i. Purchased and now implementing VMOCK, a new online platform for enhanced resume review; this new technology will provide consistent feedback and decrease time to approve resumes in Cougar Pathway.
- ii. Created UCS SharePoint site, trained team to use to share sensitive documents in a secure environment.

C. Improved Employer Relations (DSAES #6)

- i. Developed a strategic action plan for the Employer Development and Relations team including new and additional career fairs, on-campus interview options, and virtual interview options for employers
- ii. Created more meaningful connections with employers and students: etiquette dinner and community service projects
- iii. Hosted two employer advisory breakfast meetings including guest speaker from Texas Workforce Commission to share Houston and Texas hiring trends with employers and career services staff.

D. Built stronger UCS presence on campus through increased collaboration and strong partnerships among UH departments. (DSAES# 5c, 6c)

- i. 40% increase of overall service utilization is attributed to increased collaboration, active engagement, and strong partnerships with employers
- ii. As a result of the various student contact and targeted marketing, UCS has increased its physical and virtual presence - students are increasingly becoming more aware of UCS services. Additionally, as noted on the UCS career counseling survey, more students are scheduling follow up one-on-one and walk in appointments after attending a student engagement event coordinated by UCS and UH academic departments.
- iii. UCS launched a Spring 2015 Professional Development series for career counselors, academic advisors, and the campus career consortium

- iv. Coordinated with Admissions and Enrollment Services to meet all new, transfer and graduate students that attend the new student orientation presentations
 - v. Hosted faculty and departments meetings, to share industry information, hiring trends, salary stats and make them aware of the services we offer to students including major and vocational assessments and a career checklist that they can provide to students in their class.
- E. Improved UCS's infrastructure, support staff professional development, and increase budget and programs offered. (DSAES # 2b)

Action steps

- i. Streamlined the payment process by implementing an online credit card system for employers and students.
 - ii. All staff members participated in-service learning and external professional development, including regional and national conferences.
 - iii. UCS solicited and secured employer sponsorship funds to offer campus wide etiquette and networking dinners. UCS continues to explore ways to improve the overall department budget to expand career educational programs for students.
- F. Improve employer development and relations through active engagement; build strong partnerships with employers, UH alumni and Houston community. (DSAES 3b)

Action Steps

- i. Executed a new strategic initiatives that include active employer engagement, build strong partnerships with existing and emerging employers, UH Alumni and Houston community.
- ii. Extensive outreach efforts including phone calls, employer visits, specific industry database searches, LinkedIn and Alumni advanced searches were made by the Executive Director and EDR team to

invite employers to recruit UH students, and attend existing and new career fairs.

- iii. Targeted messages and branded marketing flyers were created to engage employers and connect these employers with UH students through UCS's signature Professional Discovery events. This signature week occurs the 3rd week of each semester. This week includes Employer Office hours/Reverse information sessions, Employer Mock Interviews, Resume Critiques, Dress for Success, LinkedIn and Personal Branding, and Salary Negotiations.
- iv. UCS offered five additional niche career fairs and networking mixers. Niche career fairs include Cougar Corporate Partner Mixer, Graduating Networking Events, Cougar 100, Natural Science and Mathematics, and Non-Profit and Governmental Career Fairs.
 - i. Met with and consulted various employers to help develop their recruiting strategy based on their recruiting goals, and the academic programs offered at UH.
 - 1. As a result of the new partnerships and employer outreach efforts, we have over 6,000 new employers are in Cougar Pathway. We also brought approximately 300 employers to campus for various career fairs to recruit UH students.
 - ii. Develop new and intentional career-related programs and events to engage students and employers. (DSAES 1f)
 - 2. Events include Career Connections Event for December graduates, May Grad and Alumni Networking reception, Etiquette Dinners and a weeklong Professional Discovery Week series,

G. Physical Space (DSAES #2)

Action Step

- i. UCS Interview waiting room renovation including new wood tile flooring, painting of interview suites. (for presentation insert pic)

II. Accomplishments

Action Steps

- A. Collaborated with Human Resources and Office of Scholarship and Financial Aid to improve the student employment hiring process for UH departments and students including college work study hires. (DSAES #2)
- B. Alliance formed between the Exploratory Studies and UCS staff to help over 2000 students identify their majors, and develop a graduation plan. This plan will help advance the UH in 4 campaign, and students will have access to both a career counselor and academic success advocate and make an informed decision for their intended major. This will be the first time UCS has an alliance with an academic department.
- C. Improve UCS Administration and Front Desk Operations by automating the credit card process for vocational assessments, employer career fair registration, and alumni subscriptions. Additionally, utilize digital screens and kiosk system which would allow students to check in for counseling appointments using the digital screens located in the UCS front lobby area.
- D. Improved student worker training and customer service skills.
- E. Developed a process and project management systems to provide support to the Counseling and EDR teams.
- F. Expanded the graduate intern job duties to include research, assessments, outreach, student presentations and present new ideas and initiatives related to the student concerns that are not being addressed through UCS's current services.
- G. Improved and ongoing. Improve office communication through customized professional development and initiating open discussion about improving operations to better serve our students and employers.
- H. Hired and trained Associate Director, Assistant Director of Alumni Career Services, Alumni Career Services Counselor and a Counselor for Sugar Land UH Campus.
- I. Updated the interviewing suite including paint and update decor of rooms, room 156, and recognize UCS corporate sponsors in room 156

- J. Developed partnerships with Cougar 100 employers and the untapped job opportunities in the Houston community.
- K. Developed career development curriculum for CLASS students including recruiting protocol and ethics training.
- L. Improvements to operations (DSAES #1,2,4,5,&6)
 - i. Re-organize the staffing infrastructure to better support all full-time, practicum and student employees; created opportunities for staff involvement. Significant changes included:
 - ii. Realign all Employer Development and Relations Coordinator under Executive Director; modified duties to include office support tasks.
 - iii. Merge job duties of Student Employment Coordinator and Recruiting Coordinator, and realigned Student Employment Coordinator to report to Assistant Director of the EDR team.
 - iv. Create a reporting line for the Assistant Director for Alumni Career Services to report to the Executive Director.
- M. All staff attended either the NACE annual conference or the NCDA annual conference and Student Employment Conference for the first time; additional staff also attended the local HACCC conference and the SoACE conference.
- N. All staff participate or led one of the following committees: Assessment, Marketing, Technology and Social Media.

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 2014-2015 school year, UCS fully utilized Baseline/Campus Labs survey systems to evaluate success in achieving the student and employer strategic initiatives. Symplicity, the new career management system, launched at the beginning of the fall 2014 semester is 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 On

Campus Recruiting 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, in 2014 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. Last year's new focus revenue generation with a new business model for career fairs and MORE career fairs. However, while we were successful with the creation of new and additional career fairs, it proved to be a small profit at best, and not nearly enough to support the Alumni Career Services staff salary nor enhanced and augmented programmatic events.

Employment trends in each industry vary, and when there is a downturn, employers have limited budgets and do not always rely on career fairs to recruit students. Given that they may simply post a job, present at a student organization meeting or table at various campus location, we should not rely on these perceived profits to cover our budget. Likewise, the touch points that are needed for UCS to coordinate career fairs and employer networking events for each college will require additional budget dollars as noted in the UCS SFAC budget requests.

Additionally, 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.

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)
6. Develop a career course for CLASS students

and in FY14, UCS generated income was \$167,090. This represents a \$46,102 decrease in generated revenue, or a 27.6 decrease in generated revenue.

Please note that UCS has not had a history of requesting funding from Student Service fees. However, though UCS program and events has had a limited budget and remained status quo in its approach to serve students and employers, additional funds are needed to use technology to better serve the students and employers, increase UCS brand with marketing, promotions and outreach, and host career events such as niche' career fairs and networking events.

As noted in the budget, 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 and collaborative events hosted jointly by career services campus 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.