

UNIVERSITY of HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

Base Augmentation Request

UCS request for the following base augmentation related to the one time request for FY2019. University Career Services aims to support all UH students by providing professional development opportunities and career programs to help students secure favorable internships and full time employment. University Career Services collaborates with UH departments and academic areas to host such programs.

FY2019 Base Augmentation Request.

UCS Base requests	Amount	Reason
Base FY18	\$75,000	M/O
Base FY19	\$65,512	EDR Position
Base FY19	\$35,000	Symplicity and VMOCK
Total	\$175,512	

DSAES Strategic Initiatives:

If SFAC approves both requests it would advance the following DSAES strategic Initiatives:

1. Improve targeted programs and events to engage students and employers (#1):
 - a. Examples: STEM, Energy, Veteran, and Health career fairs, Digital Media Showcase, COAD Career Interview day, Professional Development Week, Graduate School Prep week, Community Service employers events and Etiquette Dinners
2. Actualize and leverage the fiscal, human, technological, and facility resources that enhance the student experience. (3):
 - a. The newly reclass position is needed to manage on campus recruiting activities for 14 colleges, approximately 1,000 on campus interviews, collaborate with the college based career centers to streamline the recruiting process for employers recruiting multiple majors as well as assist with employer outreach, lead for career fair assignments. The remaining two positions are support positions for the four person team.
3. Develop a culture of innovation and accountability in the redesign of Division policies, processes and procedures (4):

- a. Creating a separate budget line items for staff positions and M&O would allow for easier reconciliation and transparency.

Rationale:

The Maintenance and Operations (M&O) budget request for \$75,000 is due to the M&O budget line item has not been adjusted in years. However, M&O expenses have continued to increase over time and especially with the last few years with additional career fairs and events.

The second request amount of \$65,512 to hire a staff member in the newly re-classified position that was once an Assistant Director position. The previous staff member retired January 2017. With the recent hiring of an Associate Director of EDR (November 2016), UCS would be able to hire a Recruiting Manager (re-class position) which will be realized savings of \$20,000.

The third request amount of \$35,000 is to cover the annual expenditures for **Symplicity and VMOCK contracts**.

Cougar Pathway powered by Symplicity allows for students to make appointments, apply to jobs (over 1500 jobs are posted daily), and register for career programs and fairs. Additionally, employers use Cougar Pathway to post jobs, and register for career fairs. Cougar Pathway is a robust career management system, and allows UCS to create reports and assessment data as well as send targeted messages to students. Since 2014, Cougar Pathway has been the main career management system used by all majors and students eligible for college work study. Currently, over 23,000 students are actively using Cougar Pathway. Reserve funds were used for a 3 year contract with Symplicity. The funding request is to include this expenditure in UCS's base budget as there are no reserve funds available.

VMOCK powered by Smart Resume Platform. This program allows students to upload their resume and have it reviewed for FREE, using data and benchmarks from professionals throughout all industries. Feedback is generated immediately and shared with the student so improvements can be made. There are over 5,000 students using VMOCK. Having this resume platform is vital to UCS's operation as it increases efficiency and provides immediate feedback to students which allows them to apply for jobs quicker.

In 2015, UCS partnered with Bauer's Career Center to negotiate a reduced rate three year contract which allows all students to access this resource. Notable highlights using VMOCK has been faculty successfully using with class assignments, developing stronger resumes for graduate students, and non-traditional students looking to incorporate their experience or transition to a new career. Since 2015, VMOCK has been available for all majors to use to improve their resume and get immediate feedback.

Please note that UCS has not had a history of requesting M&O 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.