

**UNIVERSITY CAREER SERVICES
STUDENT FEES ADVISORY COMMITTEE
FY2010 PROGRAM QUESTIONNAIRE**

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I. Executive Summary

University Career Services (UCS) provides career counseling and job search assistance for currently enrolled students, degree candidates, and alumni of the University of Houston. Assistance is provided through individual counseling sessions, vocational testing, workshops and seminars, job placement services, internship services, campus recruitment services, a career reference library, an interactive website, and an alumni career services component. The unit serves the employment and career development needs of students and alumni while helping to meet the diverse human resource needs of the larger community.

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 resume-writing assistance, interview skill development, part-time and summer job placement, an internship, a referral to a career advisor/mentor, and/or suggested sources for additional reading and research. 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, depending on the employer's needs and level of commitment. 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 largely commuter university. This is accomplished by creating automated systems for job search, interview scheduling, notification of new job opportunities, resume submittal, and employer research.

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.

The Program Questionnaire attempts to present an accurate assessment of University Career Services' accomplishments during the previous year and of its goals and objectives for the ensuing year. The management of the unit feels that through prudent resource allocation significant progress will continue to be made in meeting the career development needs of students as well as the human resource needs of the larger community. University Career Services is grateful for the continuing support of the Student Fees Advisory Committee.

II. An organizational chart for University Career Services is attached.

III. List the objectives that you provided with your 2008-2009 SFAC request.

Objectives and comments are as follows:

A. Objective One. UCS will initiate a thorough review and assessment of user satisfaction with the UCS website and will introduce appropriate changes in the navigation, graphics, internal and external links, and other facets of the site. Basic functionalities of the major components will remain intact, including ResumeBank, JOBank, Campus Recruitment, and Alumni Career Services. In coordination with the Houston Alumni Organization, free web access for all UH alumni to CareerBeam will be activated.

Comment. UCS, working in conjunction with UH Web Technologies, has completed Phase I of its website upgrade project. User satisfaction surveys and focus group sessions have been completed for each constituent group: students, alumni and employers. Phase II of the project, consisting of the redesign of user interfaces and website architecture based on feedback from user groups, is currently underway. Free access to CareerBeam for UH alumni has been activated and has been marketed by UCS and the Houston Alumni Organization to the general alumni population. Early survey data from UH alumni show very favorable satisfaction rates with regard to the availability of CareerBeam.

B. Objective Two. UCS will introduce a Job Shadowing program that will enable UH students to spend up to one week in work settings related to their possible career fields of choice. UH alumni, corporate recruiters, and other friends of the University will volunteer to serve as Job Shadow mentors during this period. UCS will market the program to students and prospective mentors, prepare students for the job shadowing experience, and systematically collect and analyze evaluations from students and mentors following the completion of the program.

Comment. The Job Shadowing Program was introduced during spring break, 2008. UH alumni, corporate recruiters, and other friends of the University volunteered to serve as Job Shadow mentors during this period. Twenty-eight students were matched with a job shadow sponsor, i.e., a career professional in each student's career field of interest. Students spent a mutually agreed-upon length of time with the sponsor, typically lasting one day to one week at the sponsor's place of business, with the opportunity to shadow the sponsor in his/her professional role. According to the feedback, participating students received numerous benefits, including a firsthand look at the workplace in their respective career fields, made valuable networking contacts, asked career-related questions and received useful advice, and had unique opportunities to see how classroom learning can be applied to real world situations. Among the participating organizations in spring, 2008 were Hewlett-Packard, the Texas Heart Institute, ExxonMobil, Baylor College of Medicine, KHOU 11 News, Texas Commission on Environmental Quality, Rice University, Kids Developmental Clinic, Fort Bend County, Houston Police Department, Ben Taub Outpatient Clinic, HISD, AIG, PGAL Architecture, Valtera Management Consulting, and others. The Job Shadowing program will be repeated in spring, 2009.

C. Objective Three. UCS will develop an "Employers Guide for Hiring International Students." The purpose of the guide is to convey to employers the benefits of hiring international students and to address reservations they may have regarding the hiring process. International students comprise 7.3% of UH's student population and two of their expressed concerns are the job search process and lack of employment options to gain experience in their field of study. UCS seeks to serve both employers and international students with this educational material by increasing employment opportunities for international students.

Comment. Progress on Objective Three continues with the following steps completed: a meeting with the director of International Student and Scholar Services has been held to finalize content; testimonials from students and employers are being obtained for inclusion in the guide; information from local immigration attorneys is being collected to inform employers as to the costs of sponsoring an international student. The guide will be in a brochure format and stylistically consistent with UH and UCS marketing materials. Completion is anticipated prior to the fall 2009 recruiting season.

D. Objective Four. UCS will begin publication of two new newsletters. The alumni newsletter will inform UH alumni of current and new resources to assist them in their job searches and career planning. An employer newsletter will help keep employers abreast of career events on campus, including career fairs, campus recruitment, and employer seminars. The new newsletters will be disseminated by email and will be published on a semester basis or more frequently as needed. These publications will be similar in format to UCS's Internship Newsletter, introduced last year.

Comment. A total of three Alumni Career Services Newsletters have been distributed to date to all alumni with email addresses in the UH Office of Advancement database. The Alumni Newsletter is published once per semester. The first Employer Newsletter was forwarded in January, 2009 to employers who have accounts with UCS; it is also used in communications with prospective employer users of UCS services. The content includes items on employer workshops, the Universum Survey, social networking (podcasts and blogs), and a section on the Texas Job Fair.

E. Objective Five. UCS will sponsor a Non-Traditional Career Fair designed to expose students to professionals, industry leaders, and others who have not taken a traditional career path. Among the positions and career fields presently scheduled are: 3-D gaming designer, automotive specialist, visual artist, and music recording engineer. Experts from these and other non-traditional professions will be on-site demonstrating, teaching and discussing their career fields, including how to prepare to enter these fields, availability of internships, how to get hired, expected salaries, and related topics.

Comment. The first UH Nontraditional Career Fair, cosponsored by UCS and Toyota Yaris, was held on February 25-26, 2008. The event was held outdoors in Lynn Eusan Park and, despite some windy and rainy weather, was attended by approximately 200 students each of the two days. Speakers included a Grammy winning record producer, a video game designer, a visual artist, a dancer/choreographer/Development director for a non-profit arts program and a representative from the automotive industry. Between speakers, a DJ played music and there were iPod giveaways. The co-sponsor provided a

\$1000 scholarship to be awarded to one of the students that attended. UCS had applicants write a short essay detailing their career goals, as well as their involvement in various student activities, as part of the application for the scholarship.

F. Objective Six. UCS will address a perceived need to better educate staff and faculty as to how to efficiently hire UH students for on-campus jobs. From the students' perspective there is a shortage of (non-Work-Study) campus jobs, while many departments say they have job openings for students but cannot fill them. UCS will disseminate information about the various ways departments can post their job vacancies, e.g., JOBank, JobScan, the Daily Cougar, bulletin boards, etc.

Comment. The need for greater awareness and better communication regarding the filling of on-campus, non-Work-Study jobs has been addressed with the proposal to organize and sponsor an On-Campus Employment Career Fair. The event would host department representatives who have (or anticipate having) student job openings during the academic year. Students would be able to submit resumes in advance and would learn more about the specific job openings at the fair. The projected date for the first fair of this type is early fall, 2009.

IV. Please discuss the means that you are utilizing to evaluate both your success in achieving the aforementioned objectives and their importance as compared to other objectives that you might pursue. Where data exist, discuss the number of persons served by each of your programs. Please provide the method for collecting these data.

The means of evaluating departmental objectives include student and employer satisfaction surveys; the use of intake forms to track the number of users by: the type of service requested, student classification, and academic major; client surveys following all counseling sessions; salary and job offer surveys; the Campus Recruitment Survey (employers); informal feedback; University-coordinated surveys; and professional assessments based on observation and anecdotal information. The results of these analyses serve the evaluation and planning functions for University Career Services.

With reference to the importance of the objectives that the unit has pursued, the weight of evidence strongly suggests that the objectives outlined above, and those objectives articulated below for FY2010, are in accord with the mission and goals of the unit. In particular, the continued development of web-based services is seen as vital in serving the interests of UH students, alumni, and the corporate community. The defining and prevailing goals of UCS are: 1) to make job vacancy, resume referral, and job interview 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.

The following presents an overview of selected critical user indices:

A. There were 6,581 job postings received by JOBank and JobScan in 2007-2008. The majority of these job postings are from local employers and many are targeted specifically to UH job candidates. UCS offers links to national and international job posting services as well. Collections of job postings, i.e., booklets, brochures, and other lists of job openings received from employers, are included in the above counts.

B. The JOBank program automatically forwards an e-mail survey questionnaire to employers one week after their job postings expire. Over 52 percent of survey respondents report that they hired a UH student as a result of their posting and 94.2 percent reported that they will use JOBank again when they have a hiring need.

C. The number of log-ons to the UCS home page in 2007-2008 was 270,721.

D. The number of job search/career development workshops conducted at UCS in 2007-2008 was 170. The majority of these workshops were for preparation for campus recruitment, resume writing, interview preparation, video practice interviews, choosing a major, and organizing a job search.

E. UCS conducted an additional 60 workshops outside of UCS facilities in 2007-2008 in conjunction with classroom, student organization, community group, and other presentations. Some of these workshops were custom-designed for campus organizations.

F. The number of individuals served in individual counseling sessions in 2007-2008 was 3,788; an additional 3,169 individuals were served in career development workshops; 1,120 completed the on-line workshop module for campus recruitment; 328 UH students attended the Texas Job Fair which is co-sponsored by UCS; 684 Scholars Community students received career counseling; and 868 students were advised/counseled individually in conjunction with the College Work-Study program. The grand total of student counseling sessions/workshop attendance is 9,957.

G. Registration with UCS is categorized as either "Express" or "Full." Express registration enables students and alumni to receive email notice of new job postings related to their interests; Full registration requires the uploading of at least one resume and it makes resumes available to employers who search online. The number of express registrants in 2007-2008 was 11,646 (approximately one out of every three students). The number of individuals in the full registration category was 3,287.

H. There were 366 corporate recruitment visits in 2007-2008, resulting in 3,240 on-campus interviews. In addition, ten employers conducted 86 mock interviews on campus providing students with the opportunity to receive feedback on their interviewing skills.

I. There were 195 resume searches and 5,773 resumes retrieved by employers through the on-line resume search service during 2007-2008.

J. There were 364 on-campus and 35 off-campus Work-Study positions posted through UCS in 2007-2008.

K. Nine hundred and twenty-one internship opportunities were posted by 460 employers in 2007-2008. One hundred and sixty-five students were placed in internship positions.

L. Interfolio.com continues to be a convenient service for graduate students applying for academic jobs, undergraduates applying to graduate school, and teaching candidates applying for teaching jobs. As of December 2008, there were 196 student/alumni users and 139 letter writers, many of whom are UH faculty. Faculty members set up accounts with Interfolio.com to electronically upload their letters of recommendation for file holders and to make it easier to reproduce and edit these documents. Interfolio.com streamlines the process of submitting letters of recommendation for candidates and letter writers. Letter writers can track for whom they have written letters and where the letters were sent. Letters may be saved so that those letters can be updated and re-sent in the future for other opportunities, even years down the road.

M. UCS collects satisfaction data from students, alumni, and employers. Student and alumni data are collected via e-mail surveys forwarded to each counseling client one week following the respective counseling session. The survey queries such items as appointment scheduling, how well questions and/or concerns were addressed by the counselor, level of knowledge and friendliness displayed by the counselor, and whether the client would recommend the counselor to others. The results are tabulated by counselor name, client's college or degree, and purpose of visit as determined by completion of an intake form. The combined score for counselors is consistently in the 4.5+ range on a five point Likert scale (five = high); for 2007-08, the aggregate score was 4.71.

N. Satisfaction data are systematically collected from employers from two primary sources: the Campus Recruitment Survey and the JOBank Survey. The Campus Recruitment Survey is administered to employers who utilize the campus recruitment service. A one-page questionnaire is inserted with employers' information and resume packets and they are asked to leave the completed questionnaires with UCS at the end of the day. The questionnaire contains questions on services, student preparedness, the UH curriculum, and the job performance of UH alumni. As to UCS services, questionnaire responses are over 95.5 percent favorable.

V. Question. Please discuss any budget changes from that which you requested from SFAC, their impact on your programs, and your reasons for implementing them.

The following changes impacted the UCS budget in 2007-2008:

A. UCS continues to seek and receive funding from external sources with the objective of diminishing its reliance on Student Service Fees. As documented in its current SFAC financial report, UCS received during the previous year \$11,000 from the publisher of Career Visions; \$13,695 in corporate gifts; and \$75,209 in generated income. Advertising revenue has been more difficult to generate for Career Visions as corporations rely increasingly on the internet to communicate with prospective hires. Recessionary conditions in the larger job market will continue to suppress revenues from employer job postings and resume search sources.

B. UCS received \$50,000 in FY 2008 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 JOBank and JobScan programs. UCS's participation in the JLD program generated \$6,140,878 in student wages for 2007-2008, the equivalent of \$4,499 per each of the 1,365 students placed through the program. JLD funding is expected to continue into the 2010 fiscal year.

C. As a means to support UCS career counselors who are in the process of completing the requirements for licensure (Professional Licensed Counselor), the unit expended \$4,485 to help defray costs of supervision and regular consultation with an established LPC. State of Texas requirements call for a minimum of 100 hours of supervision at the rate of one hour per week. UCS will continue its commitment to the professional development of career counselors into FY2010.

D. UCS continues its affiliation with two online career resource sites, CareerBeam and Vault, at a cost of \$7,500 and \$3,144 per year respectively. These costs will be covered by JOBank and alumni fee revenue. CareerBeam is now available free to all UH alumni and it is anticipated that the increased web traffic will stimulate usage of associated fee-based alumni services.

VI. List 2009-2010 objectives in priority order.

A. Establish an on-going collaboration with Undergraduate Scholars, the College Success Program, the Academic Advising Center, and other UH entities to develop a strategic plan to reach and assist students who are undecided about choice of major and/or career direction.

B. Develop new career development workshops for specific segments of the student population, including veteran students, students with disabilities, and the Gay, Lesbian, Bi-Sexual, and Trans-Gender community. These workshops will address such workplace-related issues as the job search, interview questions and responses, supervisor relations, co-worker relations, legal questions, and the relationship between one's professional and private life.

C. UCS will sponsor an On-Campus Employment Career Fair in Fall, 2009. The objective of the Fair will be to better educate staff and faculty as to how to efficiently hire UH students for on-campus jobs and to provide students with a means to identify those departments interested in hiring.

D. In 2009-2010, UCS will conduct an assessment to determine if its fee structures for vocational assessments, alumni services, and employer services are consistent with market conditions and trends in the higher education community. Adjustments, if necessary, will be made accordingly.

E. UCS will explore the feasibility of sponsoring a recruitment seminar for employers to be held prior to the 2009-2010 recruitment season. The proposed seminar will feature presentations on expectations of college students and the most effective ways of recruiting talented job candidates. Interest in the seminar will be gauged and plans to hold the event will be contingent on the expected level of hiring activity and general economic projections.

F. UCS will enhance its capability to track the internship and employment status of international students. The resulting data will be used as a resource in advising new international students and in creating new services and programs for this segment of the UH student population.

VII. What are the other possible sources of funding available to your unit and what efforts are being made to access them?

The current sources of funding for the unit are as follows: SFAC annual allocations; State appropriated monies; corporate/foundation gifts; government grants; and generated income from user fees. Each of these sources is detailed in the financial section of this report. JOBank postings, resume searches, and alumni career services continue to provide revenue sources, although these sources are affected substantially by general job market and economic conditions. UCS will, in 2009-2010 conduct an assessment of comparable fees in other institutions of higher education to determine if UCS fees for vocational assessments, alumni services, and employer services are fair and competitive.

VIII. Describe any overlap between your unit and any other unit(s) providing services to students.

Career counseling and advising is, and should be, available at multiple points of student contact, including academic advising sessions, personal counseling sessions, student/faculty conferences, student employment offices, Work-Study offices, career services offices, and other offices where qualified assistance is available. This unit has supported, with personnel and materiel, the availability of career advising services in multiple locations on this campus. Rather than "overlap," this is best described in terms of accessibility, integration, and reinforcement. At the same time, if the career development needs of students are to be adequately addressed, it is generally recognized that a strong, collaborative, central career services operation is highly desirable. The centralized model is embraced by over 88 percent of colleges and universities in the U.S. for undergraduate students. The integration of career services within one administrative unit enables the institution to capitalize on the synergy between the inter-related services of career decision-making, vocational assessment, internships, co-operative education, student employment, and career/alumni job placement. Within this construct, students can more easily navigate from service-to-service as their goals and objectives achieve clarity. In addition, a central location helps to increase familiarity and accessibility, and a unifying institutional philosophy of career development helps to ensure continuity at all stages of students' career growth.

The need for close coordination with academic departments and schools within this model cannot be overstated. Not only can certain career services be available where students spend most of their time with the institution, i.e., the academic department, but faculty members and advisors are often prolific sources of discipline-specific information that would not be readily available to all students, including undecided students, without a vigorous coordinated effort.

University Career Services embraces in philosophy and in practice a model that incorporates the best features of an efficient, centralized service together with the best features of the college-based model. To this end, UCS has established positive working relationships with college-based entities that are engaged in advising and career counseling. In numerous instances, UCS has committed personnel and monetary and technological support to assist college-based programs on this campus.

DBS/1/09

**UNIVERSITY CAREER SERVICES
UNIVERSITY OF HOUSTON
FY2009**

