

UNIVERSITY CAREER SERVICES  
STUDENT FEES ADVISORY COMMITTEE  
FY2011 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 assessments, workshops and seminars, job search 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 search assistance, 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.

This 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 2009-2010 SFAC request.**

**Objectives and comments are as follows:**

A. Objective One. 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.

Comment. UCS provided subject matter expertise to the newly designed CORE 1101 Student Success class taught by Undergraduate Scholars in Fall 2009. For the course aimed at students who have not yet declared a major, UCS staff provided curriculum content, including assessment of student interests, strengths, values; overview of decision-making strategies; and instruction in how to make educational/career choices.

At the conclusion of the Fall 2009 CORE 1101 course, UCS Career Counselors graded 675 career portfolios. Based on existing informal student and instructor feedback from the Fall semester, UCS Career Counselors will play a more hands-on role in the CORE 1101 classroom in the Spring 2010 semester and will facilitate portions of the class related to major and career decision-making.

In the Fall of 2009, UCS Career Counselors attended the Majors Career Fair hosted by Academic Affairs and responded to career counseling questions from students.

In the Summer of 2009, UCS funded a Program Coordinator to collect data to improve the Majors section of the main UH Web site. The beta version of the new section of the Web site is currently being tested by Academic Advising and UCS staff as part of the upgrade.

B. Objective Two. 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.

Comment. Workshops and programs prepared and conducted in 2009 relative to this objective include:

“Land A Job in a Tough Economy” (Spring, 2009)

“Straight Jobs, Gay Lives: Sexual Orientation and Career Choices” (Spring, 2009)

“College and Career Success for Veterans” (Fall, 2009)

“Career Opportunities in a Green Economy” (Fall, 2008)

“Bio-Research Career Information Day” (Fall, 2008)

Workshops planned for Spring 2010 include, "Major and Career Decision-Making for Veterans."

C. Objective Three. 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.

Comment. Completed. UCS hosted the "Campus Jobs for Coogs" job fair on September 8, 2009. A total of 652 students attended this event to connect with the 36 departments who registered and were looking to fill both College Work-Study and non-Work-Study positions on campus. Of the 25 departments who completed evaluations after the event, 96 per cent said that they met students that they planned to interview. Some of the departments conducted interviews on the spot. Due to the positive response from both students and campus departments, UCS plans to repeat this event in early Fall, 2010, with some minor changes to the format.

D. Objective Four. 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.

Comment. UCS charges UH students/alumni a \$20 fee for vocational assessment results (Myers-Briggs Type Indicator and Strong Interest Inventory). UCS purchases these assessments and, like most university career centers, does not profit in their administration. Other survey findings include: 95 per cent of universities surveyed do not charge employers for job postings. UCS offers an option to employers: a free service (JobScan) and a fee-based service with additional features (JOBank). Most employers utilize JOBank. Survey results show that a majority of universities charge over 100 per cent more than UCS for career fair registration. Thirty-six percent of survey respondents, like UCS, charge alumni for career services/counseling. The fees range from \$15 to \$120. UCS offers two service plans at \$35 and \$75 per year. Based on survey results, UCS will not propose fee increases at this time.

E. Objective Five. 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.

Comment. This objective is in progress, its feasibility to be determined by job market conditions and by the outcome of a proposed partnership with the private research firm Universum. UCS will continue to gauge employer interest and explore the possibility of hosting a seminar with or without Universum prior to the Fall 2010 semester.

F. Objective Six. 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.

Comment. UCS surveyed international students in January 2009 to determine where and how international students found internships and full-time employment. This survey was distributed to international students in collaboration with the International Student & Scholar Services Office (ISSSO). The survey generated 130 responses. Survey data were analyzed and compiled to produce two reports that are now available on the UCS website under "Cougar Careers." UCS Counselors use these data when counseling international students. UCS will continue to track international student employment in 2010.

**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 FY2011, 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 8,573 job postings received by JOBank and JobScan in 2008-2009. The majority of these job postings are from local employers and most 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 50.6 percent of survey

respondents report that they hired a UH student as a result of their posting and 92.7 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 2008-2009 was 258,084.

D. The number of job search/career development workshops conducted at UCS in 2008-2009 was 169. The majority of these workshops were for resume writing, interview preparation, choosing a major, preparation for campus recruitment, how to work a career fair, and organizing a job search.

E. UCS conducted an additional 65 workshops outside of UCS facilities in 2008-2009 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 2008-2009 was 3,344; an additional 4,197 individuals were served in career development workshops; 989 completed the on-line workshop module for campus recruitment; 247 UH students attended the Texas Job Fair which is co-sponsored by UCS; 652 UH students attended Campus Jobs for Coogs which was sponsored by UCS; 675 UScholars participated in the UCS portion of CORE 1101 for students who have not yet declared a major; and 647 students were advised/counseled individually in conjunction with the College Work-Study program. The grand total of student counseling sessions/workshop attendance/Job Fairs/Core 1101 is 10,104.

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 2008-2009 was 12,193 (approximately one out of every three students). The number of individuals in the full registration category was 3,639.

H. There were 271 corporate recruitment visits in 2008-2009, resulting in 425 interview schedules and 2,795 on-campus interviews.

I. There were 63 resume searches and 2,255 resumes retrieved by employers through the on-line resume search service during 2008-2009.

J. There were 1,289 on-campus Work-Study positions and 414 off-campus Work-Study positions posted through UCS in 2008-2009.

K. There were 1,012 internship opportunities posted by 675 employers in 2008-2009. There were 202 students 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 2009, there were 222 student/alumni users and

143 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 2008-2009, the aggregate score was 4.72.

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 into employers' information and resume packets and employers 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 2008-2009:

A. Beginning with the 2011 fiscal year, all Ledger I (state) monies will be excised from the UCS budget. This action will leave a \$41,039 deficit, an amount that is dedicated to, and supports, the salary of one UCS exempt staff member. To make up this deficit, UCS requests from SFAC a \$41,039 base budget increase beginning with the 2011 fiscal year.

B. 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 \$1,000 from the publisher of Career Visions; \$12,000 in corporate gifts; and \$42,040 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.

C. UCS received \$60,000 in FY 2009 from the US Department of Education for the continued administration of the Job Location and Development (JLD) program, an increase of \$10,000 from the previous year. 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 \$1,950,675 in student wages for 2008-2009, the equivalent of \$1,669 per each of the 1,169 students placed through the program. JLD funding is expected to continue into the 2011 fiscal year.

D. 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 \$1,275 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 FY2011.

E. UCS continues its affiliation with two online career resource sites, CareerBeam and Vault, at a cost of \$7,500 and \$3,301 per year respectively. These costs will be covered by JOBank and alumni fee revenue. CareerBeam is 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 2010-2011 objectives in priority order.**

A. UCS will provide career counseling subject matter expertise to the UScholars CORE 1101 class. This class is required for students who have not yet declared a major.

B. UCS will seek ways to integrate the networking sites Twitter, Facebook, and LinkedIn with existing career services as a means to expand and enhance professional networking and employment opportunities for UH students and alumni.

C. UCS will host its first Summer Job Fair in April, 2010. The job fair will be open to all majors and will focus on connecting students with summer employment, internship and volunteer opportunities.

D. The University Career Advisory Network (UCAN) will undergo an assessment and revitalization with the goals of increasing the number of volunteer mentors and improving functionality for users.

E. The Job Shadowing program will expand from a one-time event to a year-around activity offering students opportunities to visit with a professional in the student's field of interest for a day or other agreed-upon span of time.

F. UCS will implement a weekly lunchtime Job Search Strategies Group. The Group will offer students an opportunity to learn and practice personal marketing strategies from professional career counselors and will provide a forum for participants to share insights about their job search experiences.

G. UCS will implement distance programs and services for alumni for whom such options are more convenient. The first service option will be a Webinar, "Leveraging LinkedIn to Land a Job." The pilot test for the live event is scheduled for March, 2010.

**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.

**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 materials, the availability of career advising services in multiple locations on this campus. UCS does not advocate for the needless duplication of campus services, but it does support initiatives where strides can be realized in the accessibility, integration, and reinforcement of career development services.

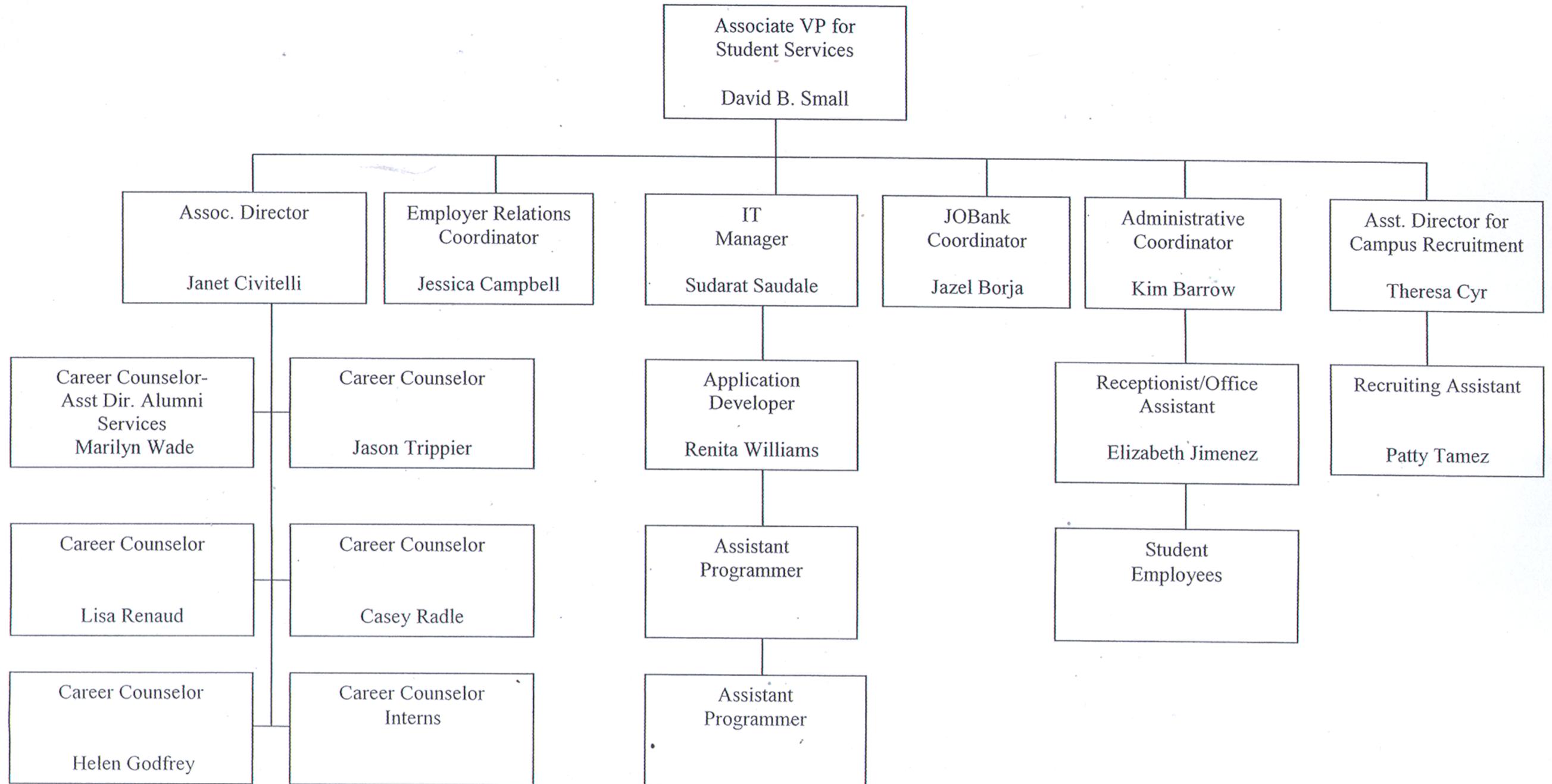
Concomitantly, if the career development needs of students are to be adequately addressed, it is generally recognized that a strong, collaborative, central career services operation is highly desirable. The centralized model for undergraduate students is embraced by over 88 percent of colleges and universities in the U.S. The administration of career services within one centralized 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 graduating student/alumni job search services. In such an environment, 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. As for relations with the external community, it is well established that potential employers strongly prefer the "one-stop shop" model in setting up recruitment and interview schedules for the purpose of hiring college-level job candidates.

Within these constructs, the need for close coordination between a centralized career services operation and academic departments and schools cannot be overstated. Univer-

sity Career Services will continue to embrace in philosophy and in practice, a model that incorporates the demonstrated institutional advantages of an efficient, centralized service together with the best features of the college-based model.

dbs/sfac/2/10

**UNIVERSITY CAREER SERVICES  
UNIVERSITY OF HOUSTON  
FY 2010**





U N I V E R S I T Y of H O U S T O N

ASSOCIATE VICE PRESIDENT FOR STUDENT SERVICES

MEMORANDUM

TO: Student Service Fees Advisory Committee

FROM: David B. Small *DBS*  
Associate Vice President for Student Services

RE: FY2011 Base Budget Allocation Request

DATE: January 28, 2010

This is a request from University Career Services for consideration of an FY2011 base budget allocation to restore the amount of \$41,039 that will be removed from UCS's budget, effective FY2011. The above amount represents the sum of all state monies in UCS's budget, presently used to support the salary of one UCS exempt staff member.

Thank you for your consideration.

dbs/st/02/10