

# UNIVERSITY of HOUSTON

## UNIVERSITY CAREER SERVICES

SFAC, FY2018 Program Questionnaire  
Monica Thompson, Executive Director



CAREER FAIRS



NETWORKING EVENTS



INFO SESSIONS



STEM CAREER WEEK



TEXAS JOB FAIR



ETIQUETTE DINNER



RESUME REVIEWS



WORKSHOPS



MOCK INTERVIEWS



[WWW.UH.EDU/UCS](http://WWW.UH.EDU/UCS)



713-743-5100



[UCS@UH.EDU](mailto:UCS@UH.EDU)

## 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:

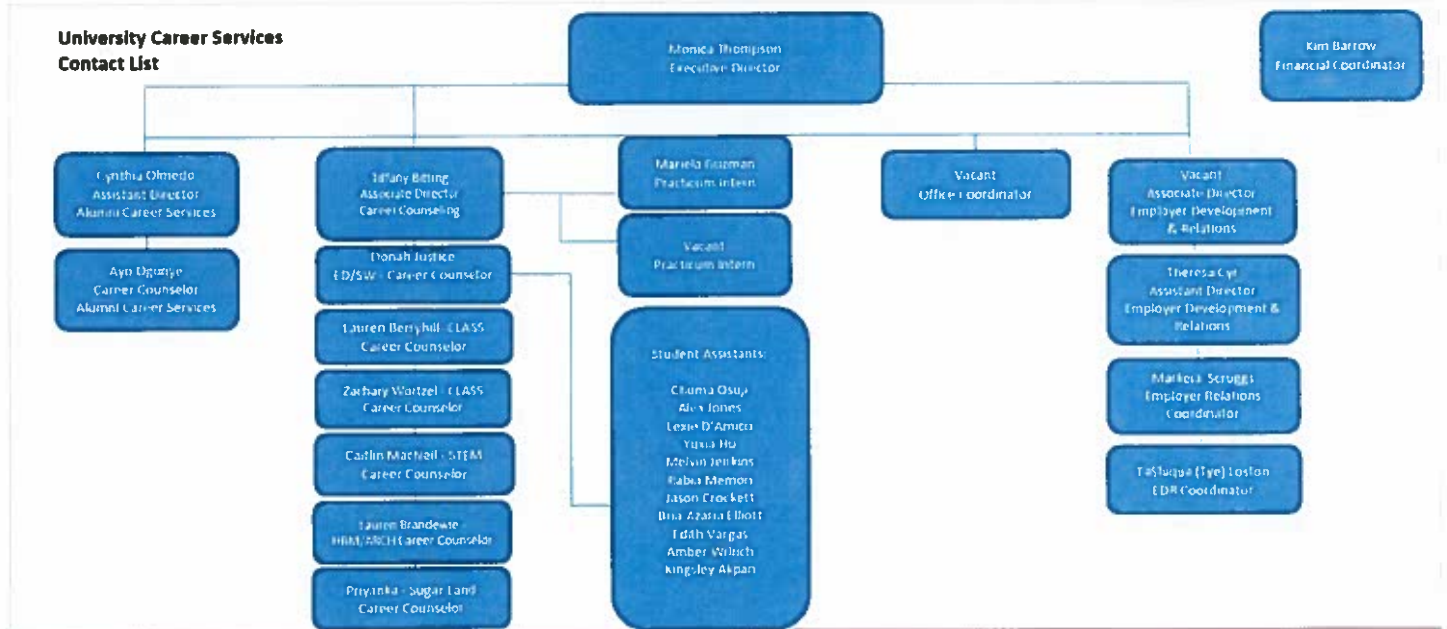
- **Explore** different majors and careers using assessments and research; early major identification is essential for students to begin taking classes toward their major, and will allow for a greater understanding of career fields and have more career options as the student progresses with their college 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 2015-2016 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 three new Career Counselors, established college and campus liaison roles
- ii. Hired two Employer Development and Relations Coordinators, and one new UCS leader, Associate Director of Employer Development and Relations-will begin November 2016.
- iii. Hired eight new college work student assistants.

B. Technology (DSAES #2)

- i. Launch SmartResume powered by 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. Moved all files to UCS SharePoint site, trained team to use to share sensitive documents in a secure environment. No longer use Share drive.

C. 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 strategic action plan for the Employer Development and Relations team including new and additional career fairs, on-campus interview options, attending networking mixers, and chamber of commerce, and Texas Alliance of Energy Producers events. Resulting in 25% increase in the number of employers recruiting through UCS.
- 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. Through SFAC funding, UCS offered five additional niche career fairs and networking mixers. Niche career fairs include Cougar Corporate Partner Mixer, Graduating Networking Events, Cougar 100, STEM, 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 2,000 new employers are in Cougar Pathway.
  - v. In light of the current economy, established relationships with industry-specific and reputable search firms to help secure jobs for full time and alumni.
  - vi. Continue develop more meaningful connections with employers and students: etiquette dinner and community service projects
  - vii. Hosted employer advisory breakfast meetings including guest speaker from Texas Workforce Commission to share Houston and Texas hiring trends with employers and career services staff.
  - viii. Organized student trip for a company/site visit to Live Nation, and participated in nationwide intern road trip.
  - ix. Career Fair Information session stats: 13% increase in number of employers attending UCS career fairs, 40% increase in number of students attending UCS job fairs. 44% increase in number of employer information sessions and 78% increase in number of students participating. First annual STEM Career fair open to all students, and helping employers connect with students at three colleges and reducing the number of their campus visits to attend fairs closed to other colleges. STEM career fair targeted Engineering, NSM, and Technology colleges.
  - x. Organized career programs for Veteran students including employer networking event, employer workshops, and first Veteran career fair.
  - xi. Attracting more employers to recruit through UCS, 75 top employers throughout Houston and beyond came to visit campus; bigger name employers include Kellogg, Amazon, Apple, Lockheed Martin, NASA, Halliburton, and Hewett Packard.
  - xii. Increase number of UH departments participating in Campus Jobs for Coogs, 40% increase in students attending job fair looking for campus and college work study jobs.
- D. Built stronger UCS presence on campus through marketing/social media and increased collaboration and strong partnerships among UH departments.  
(DSAES# 5c, 6c)

- i. 38% increase of overall service utilization is attributed to increased collaboration, active engagement, and strong partnerships with employers.
  - ii. 49% increase in the number of sophomores UCS serve. One of UCS's goals was to see more students prior to their junior to provide career development resources to seek internships. 10% increase in the number of graduate students UCS served from last year.
  - iii. Developed and executed a comprehensive social media plan, including establishing UCS social media brand- CoogCareers through various social media platforms. Through social media, we have promoted our events, services, and jobs posted on Cougar Pathway.
  - iv. UCS host monthly Professional Development series for career counselors, academic advisors, and the campus career consortium members. Campus Career Services Consortium members include Rockwell Career Center (Bauer), Engineering, Technology, HRM, GCSW, and Law Career Services Centers
  - v. Coordinated with Admissions and Enrollment Services to meet all new, transfer and graduate students that attend the new student orientation presentations
  - vi. Hosted faculty open houses 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. Counseling staff received certifications in Strong Interest Inventory, and Career Coaching.
- iv. UCS solicited and secured employer sponsorship funds to offer career closet (suit rental for students), 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. Physical Space (DSAES #2)

Action Step

- i. UCS Interview waiting room renovation including painting and removal of old furniture.

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. Improved student worker training and customer service skills.
- C. Promoted Graduate school prep resources to undergraduate students and services to graduate students.
- D. Improved and ongoing. Improve office communication through customized professional development and initiating open discussion about improving operations to better serve our students and employers.
- E. Successfully delivered career development curriculum (pilot career course) for CLASS students including recruiting protocol and ethics training. Submitted required paperwork for course to be for credit.
- F. 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. Recruit and hired for a newly created position - Associate Director of EDR. Current EDR team will report to new Associate Director of EDR.
- G. 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 2015-2016 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 (FY2017) 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 FY2016 with a Fund 3 addition to Fund Equity, please describe the conditions which caused the addition.

Although UCS received some SFAC funding for the additional career programs and fairs, UCS was slightly impacted with the cost associated with the career fairs including marketing promotional materials, and office supplies. Due to these costs, UCS was not able to do as much as the department wanted to help students meet with employers. The previous year a more expensive venue was used due to the Student Center not being open or available during the planning of the 2015 and 2016 career fairs.

To address these expenses, UCS has further reduced the cost of the career fairs by changing the venue location. One other consideration, is to look at the vendor for office supplies. The prices for office supplies are 30-40% more than its competitor. The executive director will inquire with UH Procurement regarding the current vendor offering a deeper discount.

UCS will require additional budget dollars, as noted in the UCS SFAC budget requests, to continue to produce quality career fairs that attract students from all 14 colleges. UCS requests a one-time budget request of \$10,000 for F2017, and one-time budget request \$25,000 for FY18 to continue with the additional career fairs. Additionally, in collaboration with University Advancement's Corporate and Foundation Relations teams, UCS continues to explore new ways develop corporate relationships for UCS sponsorship opportunities.

The request will also help cover the cost of renewing the Symplicity contract. Cougar Pathway powered by Symplicity allows for students to make appointments, apply for jobs, 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.

**6. Please list your 2017-2018 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 credit-course for CLASS students, and create a first year experience seminar for all UH students.

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.

**STUDENT SERVICE FEE REQUEST FOR 2017-2018  
FISCAL YEAR 2018**

Name of Unit: H0215 University Career Services

	Cost Center -note where SFAC funds to be transferred	FY 2016 SFAC Approved Budget 2015-2016	FY 2016 Actuals 2015-2016	FY 2017 SFAC Approved Budget 2016-2017	FY 2017 Projected Actuals for 2016-2017	FY 2018 Budget Request for 2017-2018
<b>Funding Sources (All)</b>						
Student Service Fees-Base Request (include any merit or mandated increases)	3049-H0215-I0427-NA	930,315	930,315	970,519	970,519	987,299
SFAC Merit Increase			14,404		16,780	
Student Service Fees Base Augmentation Request						
Student Service Fees One-Time Request-FY 2018						25,000
Student Service Fees One-Time New Request-FY2017					10,000	
Student Service Fees One-Time Allocation-FY2016		84,988	84,988			
Student Service Fees One-Time Allocation-FY2017				25,000		
Student Service Fees One Time Fund Equity Rollover FY2017						
Dedicated Fees-Base Budget						
Carryforward from Prior Year					13,108	
Reduction for Moving Business Services Staff to H0021					(72,689)	
Sales & Services Income						
Programs/Events Income						
Facility Rental Income						
Gifts/Donations		30,000	8,500	5,000	8,500	9,000
Designated (Fund 2)						
State Funding (Fund 1)						
Grants (Fund 5)		60,000	58,202	60,000	60,000	60,000
<b>Other Income (itemize below)</b>						
Career Develop/Voc Assess /Career Fairs		44,000	97,415	70,000	100,000	100,000
Alumni Services/Alumni Career Fairs		52,000	12,280	50,000	15,000	15,000
<b>Sub-total of Income</b>		<b>1,201,303</b>	<b>1,206,104</b>	<b>1,180,519</b>	<b>1,121,218</b>	<b>1,196,299</b>
<b>Deductions from Income</b>						
Student Fee Waivers		0	0	0	0	0
Bad Debt		0	0	0	0	0
Funds moved to reserve cost center		0	0	0	0	0
<b>Sub-total of deductions from Income</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL INCOME</b>		<b>1,201,303</b>	<b>1,206,104</b>	<b>1,180,519</b>	<b>1,121,218</b>	<b>1,196,299</b>

FY16 Fund 3049 Equity Returned to Reserve

1,916.80

Initials Dept. Head \_\_\_\_\_  
Initials Certifying KB \_\_\_\_\_  
Initials Completed by KB \_\_\_\_\_

The following changes impacted the UCS budget in FY2017:

The cost of additional career fairs impacted the UCS budget. UCS continues to seek and receive funding from external sources with the objective of reducing its reliance on Student Service Fees. In FY15, UCS generated income was \$118,195 (from gifts, career fairs, and assessments) as noted on the budget spreadsheet.

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 2016 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 Dr. 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.