UNIVERSITY of
HOUSTON
UNIVERSITY CAREER SERVICES

COUGAR PATHWAY

UNIVERSITY CAREER SERVICES

Program Questionnaire for FY 2019 – 2020

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). The Career Services Office provides comprehensive programs, events and services to assist students, alumni and community members to prepare for finding suitable employment by developing professional documents, interviewing skills, job-search strategies, and a deeper understanding of the fit between their career-ready competencies and the world of work. UCS promotes and encourages personal responsibility in the exploration and achievement of both career and employment goals.
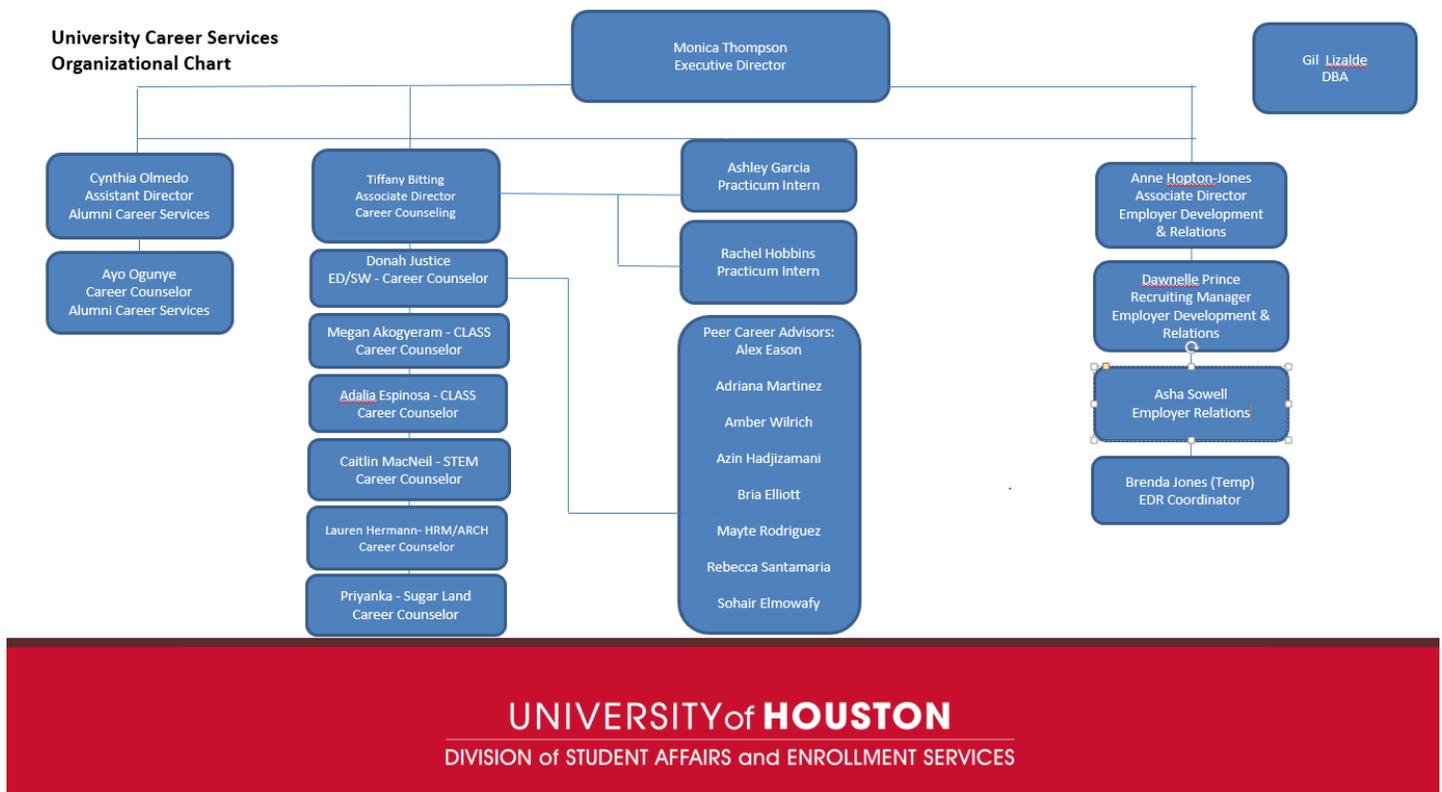
➢ **University Career Services Vision Statement.** University Career Services will be the premier career services provider at the University of Houston.

➢ **University Career Services Mission Statement.** University Career Services provides customized resources to our constituencies through intentional programming and collaborative 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, on campus, college work study, 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 **explore, engage, empower and employ** their skills to obtain favorable internships and jobs.

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 their 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 able to assist the university in annual giving, stronger partnerships with diverse employers, 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. UPDATE: University Career Services Organization Chart

**University Career Services
Organizational Chart**

Monica Thompson
Executive Director

Gil Lizalde
DBA

Cynthia Olmedo
Assistant Director
Alumni Career Services

Tiffany Bitting
Associate Director
Career Counseling

Ashley Garcia
Practicum Intern

Anne Hopton-Jones
Associate Director
Employer Development
& Relations

Ayo Ogunye
Career Counselor
Alumni Career Services

Donah Justice
ED/SW - Career Counselor

Rachel Hobbins
Practicum Intern

Dawnelle Prince
Recruiting Manager
Employer Development &
Relations

Megan Akogyeram - CLASS
Career Counselor

Peer Career Advisors:
Alex Eason

Asha Sowell
Employer Relations

Adalia Espinosa - CLASS
Career Counselor

Adriana Martinez

Amber Wilrich

Brenda Jones (Temp)
EDR Coordinator

Caitlin MacNeil - STEM
Career Counselor

Azin Hadjizamani

Bria Elliott

Lauren Hermann- HRM/ARCH
Career Counselor

Mayte Rodriguez

Rebecca Santamaria

Priyanka - Sugar Land
Career Counselor

Sohair Elmowafy

UNIVERSITY of HOUSTON
DIVISION of STUDENT AFFAIRS and ENROLLMENT SERVICES

3. List your unit's strategic initiatives and action steps identified for the 2017-2018 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. Also, list any new strategic initiatives/action steps, the rationale for the addition, and comment on your success in achieving these items.

DSAES Plan: (http://www.uh.edu/dsaes/about/strategic_plan.html)
UH Goals: (http://www.uh.edu/president/vision-priorities/)

The following University Career Services goals and accomplishments are listed below with additional items currently in the works as this report is being submitted:

1. Build a stronger UCS presence on campus, through increased collaboration and strong partnerships among UH departments. (DSAES Value: Collaboration)
Action Steps:
    (a) During 2017-2018 year, increase the number of UH departments from 2016-2017 year that are posting student job openings on Cougar Pathway. **Accomplished: Yes, by two employers.**
    (b) Strengthen partnerships with Bauer, Engineering, Social Work, Technology, HRM and Law career centers by coordinating collaborative events, such as career fairs, info sessions, and professional development opportunities. **Accomplished: Yes,** hosted professional development training such as Etiquette Dinner and LinkedIn, coordinated for six colleges to attend Energy career fair, trained COT and COE staff on VMOCK, held employer information

sessions for engineering, business and various majors, hosted COT's Digital Media showcase in Sugar Land.

2. Leverage technology to expand UCS accessibility and better meet the needs of the students and employers. (DSAES Value: Innovation)

Action Steps:

(a) Increase the number of job postings on Cougar Pathway as a result of increase in employer outreach efforts**. Accomplished:** No, the number remained the same. However, we had an increased in different types of jobs posted.

(b) Determine the baseline level of satisfaction of Cougar Pathway and VMock Smart Resume active student/alumni users. **Accomplished:** Yes

(c) Determine trends among non-active users of Cougar Pathway and VMock Smart Resume (no resume uploaded) **Accomplished:** Yes

(d) Determine level of satisfaction of Cougar Pathway for registered employers. **Accomplished:** Yes.

(e) Provide virtual career counseling. **Accomplished:** Yes, began summer 2018.

3. To strengthen partnerships with employers, UH alumni and Houston community through active engagement. (DSAES Values: Collaboration, Empowerment, Diversity)

Action Steps:

(a) Execute 2 employer/alumni open houses in summer 2018. **Accomplished:** Yes

(b) Conduct 8 employer site visits year round. **Accomplished:** No, due to vacant positions.

(c) Present at least five workshops per year to educate on and off-campus departments about hiring college-work study students. **Accomplished:** Yes

(d) Collaborate with at least 2 community-based partners for the 2017-2018 year. **Accomplished:** yes, Career Gear, Dress for Success, The Beacon.

4. Support staff professional development to deliver relevant career services. (DSAES Value: Empowerment)

Action Steps:

(a) Conduct at least 4 professional development presentations to campus partners during 2017-2018 year. **Accomplished: Yes.**

(b) Gather information regarding meeting learning outcomes and satisfaction level of presentations to campus and community partners and at conferences. **Accomplished: Yes.**

 5. Increase utilization of targeted programs and events to engage students and employers on UH main and Sugar Land (UHSL) campuses. (DSAES Values: Diversity, Empowerment, Innovation)

Action Steps:

(a) Host at least one international student event once per semester to prepare students to navigate their job search. **Accomplished: Yes.**

(b) To execute one college based career fair per year. **Accomplished: Yes.**

(c) To implement at least one new college based career course within the next academic year **Accomplished: Yes.**

(d) Create a tailored career plan for each college **Accomplished: Partial.**

(e) Increase utilization of services at UHSL campus as a result of marketing efforts **Accomplished: Yes.**

(f) Prepare students at UHSL campus for job/internship search process. **Accomplished: Yes.**

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 2017-2018 school year, UCS fully utilized Baseline/Campus Labs survey systems to evaluate success in achieving the student and employer strategic initiatives. Symplicity, the career management system that is managed by UCS was launched fall 2014 semester and is utilized along with Baseline/Campus Labs to collect student job offers, track employer data and assess email messages to promote events and services.

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 (FY2018) 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.

Changes impacted include changes in budget, organization and technology use:

Changes in Budget:

UCS received one-time FY2018 and FY2019 requests for M&O expenditures to fully support additional career programs and fairs. The continuation of the career programs were afforded through UCS reserve funds, and previous approved SFAC funds.

UCS strives to meet the career needs of all 46, 000+ students and 140+ majors through outreach, appointments, class room presentations, college drop in hours and additional career programs. The additional career programs afforded through SFAC approved funds since 2015 include college specific prep weeks, career workbooks for CLASS career course, niche' career fairs such as Energy, STEM, Non-Profit and Governmental, Veteran, Health and HDFS, and Digital Media showcases and career programs at UH Sugar Land. Prior to 2014, UCS was not fully staffed; and the above career programs did not exist providing limited opportunities for students to interface with employers.

Continued utilization of technology to serve on and off campus (commuter) students

UCS also will ask for a one-time request for FY20 for an additional one-time request 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 21,000 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. 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. There are over 5,000 students using VMOCK.

As noted in the budget, UCS has received $75,000 for FY 2019 from the US Department of Education for the continued administration of the Job Location and Development (JLD) program. This Federal program allows university career services 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 (Recruiting Coordinator) position.

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.

6. If your unit concluded FY2018 with a Student Service Fee (SSF) Fund 3 addition to the SSF Reserve in excess of $5,000, please describe the conditions which caused the addition and provide a line-item identification of the budgetary source(s) of the addition (i.e. lapsed salary, conference travel, etc.).

University Career Services returned **$107,591** to SFAC due to two unfilled positions.

7. Please list your unit's 2019-2020 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs and Enrollment Services Values and University of Houston Strategic Goals to which they relate. Larger units may wish to group responses by subprogram. Under each unit strategic initiative, please state the specific action steps (programs, activities, services, policies/procedures, etc.) that you intend to implement to accomplish your stated initiative.

Action items include one or more of DSAES' values and the new strategic plan initiatives noted as:
Student Success (SS), Division Cohesion (DC), Resources(R), and Partnerships (P)

1. Improve technology to better meet the needs of the students and employers **(Transparency, (R). Action steps: UCS offers virtual chat and phone meetings to on and off campus students**
2. Build a stronger UCS presence on campus and virtually through increased collaboration and strong partnerships among UH departments **(Collaboration, (R, P, DC). Action Steps: Work**

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closely with CLASS to increase student participation at career fairs and tailor events for diverse CLASS majors

3. Improve UCS's infrastructure, support staff professional development, and increase budget and programs offered **(Transparency, SS, R, P). Action Steps: Support and encourage staff to submit conference proposals to advance the profile of UH and minimize costs as a presenter.**
4. Improve employer development and relations through active engagement; build strong partnerships with employers, UH alumni and Houston community **(Collaboration, SS, R, P). Action Steps: Review and develop new strategic plan for the employer team.**
5. Develop new and intentional career-related programs and events to engage students and employers **(Empowerment, SS). Action plan: Continue with programming and hold events in larger space to accommodate students.**
6. Develop a career credit-course for CLASS freshman, sophomore, and junior students, and create a first year experience seminar (QEP) for all UH students **(Collaboration, Innovation, SS**). **Action plan: Develop and propose course sections tailored for different disciplines, classifications and internships.**

8. Recognizing that the potential to generate additional Student Service Fee income for FY2020 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2020 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2019 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

University Career Services would accommodate an initial reduction of 5% of the FY19 approved budget ($64,477) by eliminating career programs and additional career fairs. Unfortunately, eliminating such programs would not completely accommodate the required 5% reduction. I would have to eliminate a full time employee (FTE) to meet the 5% requirement, which decreases the human capital needed to help serve students with their career development and job search. Ultimately, this would impact student to career staff ratio. Per National Association of Colleges and Employers (NACE) best practice and national mean, staff to student ratio is 1:2917.

9. 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. This year UCS received $75,000, a federal grant issued by the government for job development opportunities for students. The funds for this grant pays for a full time staff person to do additional outreach for student employment including on and off campus, outreach and marketing of these opportunities to students through the efforts of our student employees and strategic marketing initiatives.

Additionally, UCS will receive up to $90,000 from career fairs and events. This amount may vary depending on the number of employers participating at each career fair, the number of career fairs held, corporate sponsorships and the cost of the fair as there are various price points for each fair.

STUDENT SERVICE FEE REQUEST FOR 2019-2020   **FISCAL YEAR 2020**

Name of Unit: University Career Services
Dept#: H0215

Funding Sources	FY 2018 Approved Budget 2017-2018	FY 2018 Actuals 2017-2018	FY 2019 Approved Budget 2018-2019	FY 2019 Projected Actuals for 2018-2019	FY 2020 Budget Request for 2019-2020
Student Service Fees- Base Budget	914,630	914,630	1,084,547	1,084,547	1,117,763
SSF Merit/Salary Increase		39,987		33,126	
Student Service Fees Base Augmentation Request					
Student Service Fees One-Time Request	25,000	25,000	35,000	35,000	37,100
Student Service Fees One-Time Additional Request		93,675			
SSF One Time Fund Equity Rollover					
CFWD from Prior Year (Open Commitments)				8,638	
Creation of Business Services Program					
Income From All Other Sources					
State Funding (Fund 1)					
Designated (Fund 2)					
Designated (Fund 2)/Sales&Services E&G	90,000	104,886	90,000	90,000	90,000
Sales & Services Income (Fund 3)		-			
Programs/Events Income (Fund 3)		-			
Facility Rental Income (Fund 3)		-			
Gifts/Donations (Fund 4)	7,000	6,050	5,000	5,000	5,000
Grants (Fund 5)	60,000	56,866	75,000	75,000	75,000
From Fund Balance					
Other Income (itemize below)					
Dedicated Fees-Base Budget-Student Center		-			
Dedicated Fees-Base Budget-SC Transformation		-			
Dedicated Fees-Base Budget Recreation Facility		-			
Subtotal of Income	1,096,630	1,241,095	1,289,547	1,331,311	1,324,863
Deductions from Income					
Student Fee Waivers-SC		-			
Student Fee Waivers-SC Transformation		-			
Student Fee Waivers-Recreation		-			
Bad Debt		-			
Subtotal of Deductions from Income	0	-	0	0	0
TOTAL INCOME	1,096,630	1,241,095	1,289,547	1,331,311	1,324,863

10. 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 for 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, engineering, 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, which is now overseen by the executive director of UCS, 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.