

UNIVERSITY of HOUSTON

UNIVERSITY CAREER SERVICES

Student Fees Advisory Committee (SFAC) Program Questionnaire FY2022



Striving for excellence, a career focused campus and accessible and equitable career opportunities for all majors.

Amidst the COVID 19 Pandemic, the UCS team pivoted overnight to use innovation to transform in person career events to virtual career events for May grads, engage employers and provided virtual career exploration and career development education during the summer and fall semesters.

Images Above: Image on left is the flyer for the Inaugural Communication Mixer, which was transformed to a virtual event (image on right) after receiving CDC gathering guidelines and stay home order.

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. (among the hybrid career services model- see circle graphic below)

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, self-marketing 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 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.

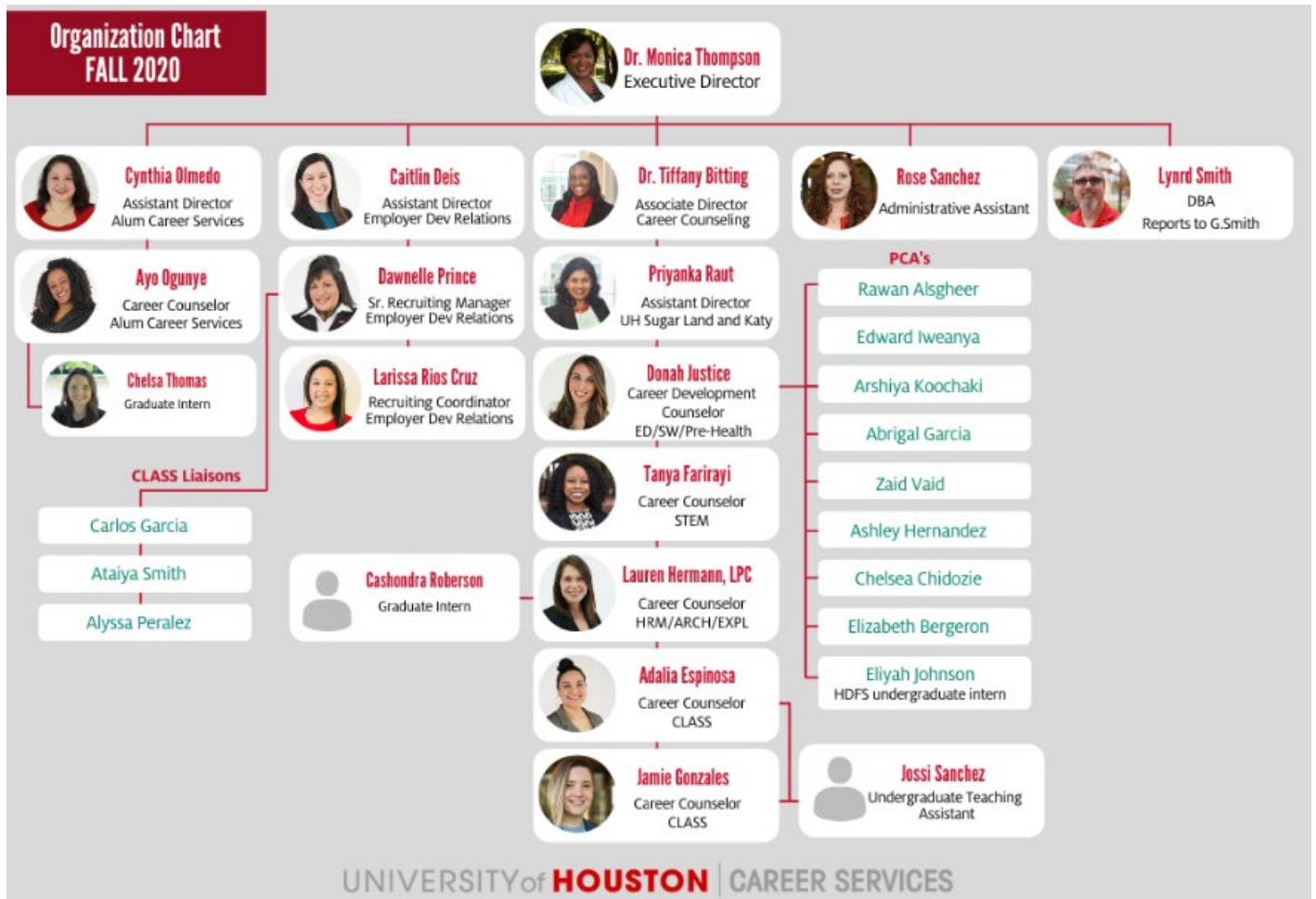
Employ. Our goal is to work with companies and organizations to **employ** our students during career fairs and on-campus recruitment.

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 their educational objectives than a student without a career goal. University Career Services' exemplary work with Exploratory Studies, CITE (Cougars Initiative to Engage), Industry Prep, Major Exploration week, and career course curricula help advance students' persistence and increase graduation rates as well help student articulate their marketable skills to secure favorable internships and jobs with select employers. 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 including research studies/data to measure students' career intentions and student success initiatives. 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.

1. UPDATE: University Career Services Organization Chart



UCS Department Liaisons

DSAES Liaisons

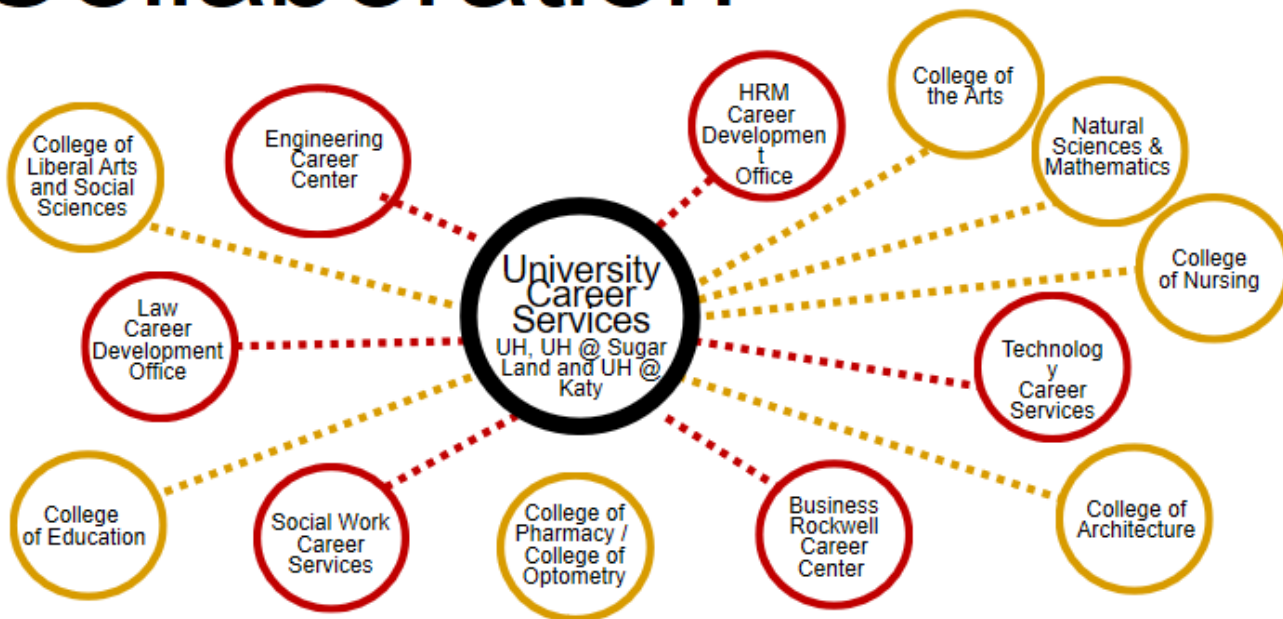
Academic Affairs/SCA:	M. Thompson
Admissions/Orientation:	T. Bittig/D. Justice
Alumni:	C. Olmedo/A. Ogunye
Athletics:	T. Bittig
CAPB:	T. Bittig/D. Justice
Center for Fraternity/Sorority Life:	M. Thompson/Tanya
Center for Student Involvement/LeadUH: Tiffany/ Adele	
Center for Diversity & Inclusion:	T. Bittig/D. Justice/ C. Olmedo
Cougars in Recovery: D. Justice/T. Bittig	
Commuter Students:	L. Hermann
Disability Services:	A. Ogunye/L. Hermann
Financial Aid:	M. Thompson/ C. Deay/ C. Olmedo
LCSTQ Resource Center:	D. Justice/L. Gonzalez
Library:	T. Bittig
Learning Abroad:	A. Espinosa
Learning Support Services (LAUNCH):	A. Ogunye
International Students:	A. Ogunye/T. Farney
Res. Life/Student Housing: T. Farney/ A. Espinosa	
Language and Culture Center (LCC):	L. Hermann/ A. Ogunye
Urban Experience Program:	C. Olmedo/D. Justice/T. Bittig
Veterans:	C. Olmedo/ A. Espinosa
Women & Gender Resources: D. Justice /A. Espinosa	

College Based Liaisons

Architecture:	L. Hermann/M. Thompson
Art:	J. Gonzales/M. Thompson
Business:	Adele/ M. Thompson
CLASS:	J. Gonzales A. Espinosa/M. Thompson
Education:	D. Justice/ M. Thompson/ A. Ogunye
Exploratory Studies:	T. Bittig/L. Hermann
Graduate/Professional Programs:	T. Bittig/M. Thompson/ A. Ogunye
Honors:	C. Olmedo
HRM:	L. Hermann/ T. Bittig
NSM/Engineering:	T. Farney/ / T. Bittig
Pre-Health:	D. Justice/T. Farney/T. Bittig
Nursing:	P. Raut
Pre-Law:	J. Gonzales/A. Espinosa/T. Bittig
School of Communication:	A. Ogunye/C. Olmedo
Social Work:	D. Justice/ P. Raut
Technology:	C. Olmedo/P. Raut
UH&T:	T. Bittig/ L. Hermann

Note the following career services structure at UH is a decentralized model. There are six college based career centers: Business, Engineering, Technology, Graduate College of Social Work, Law Center and HRM. UCS serves all majors and colleges including students in colleges with career centers, at UH at Sugar Land and UH at Katy.

Collaboration



2. List your unit's strategic initiatives and action steps identified for the 2019-20 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/strategicplan.htm>)

UH Goals: (<http://www.uh.edu/about.mission/>)

1. **Strategic Initiative 1: Collaboration & Partnerships with UH Departments**

- a. **Description:** Build a stronger UCS presence on campus, through increased collaboration and strong partnerships among UH departments.
- b. **DSAES Value: Partnership, Division Cohesion**
- c. **Goal Status:** In progress
 - i. **Cougar Pathway Jobs**
 1. **Action taken:** Increase the number of on-campus jobs from UH departments and restaurants/retail on campus, including college work-study and non-college work study posting jobs in Cougar Pathway from FY19 to FY20.
 - ii. **Training Opportunities for Academic Advisors and College Partners**
 1. **Action taken:** Increase the number of training opportunities on UCS resources and services for academic advisors and college partners from FY19 to FY20.
 - iii. **Partnerships with UH Career Centers**
 1. **Action taken:** 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.
 - iv. **PD Event for DSAES Staff**
 1. **Action taken:** Host one professional development event for DSAES staff per semester.
 - v. **Committee Involvement**
 1. **Action taken:** Maintain representation and service on each division-wide committee by at least one staff member. **Action taken:**
 - vi. **CORE 1101**
 1. **Action taken:** Increase the number of UCS staff teaching CORE 1101 students in Exploratory Studies from FY19-20.

2. **Strategic Initiative 2: Leverage Technology**

- a. **Description:** Leverage technology to expand UCS accessibility and better meet the needs of the students and employers.
- b. **DSAES Value: Resources**

c. **Goal Status:** In progressi. **Employer Outreach**

1. **Action taken:** Increase the number of students engaging in Cougar Pathway as a result of #NowHiring campaign from FY19 to FY20 .

ii. **New Website Launch**

1. **Action taken:** Determine website traffic areas with launch of new website in FY20.

iii. **Technology: Cougar Pathway & VMOCK**

1. **Action taken:** Determine the baseline level of satisfaction of Cougar Pathway and VMock Smart Resume active student/alumni users through career fair surveys.

iv. **Satisfaction of Cougar Pathway**

1. **Action taken:** Determine level of satisfaction of Cougar Pathway for registered employers.

v. **Virtual Career Counseling**

1. **Action taken:** Increase utilization of brief virtual career counseling services from FY19 to FY20.

3. **Strategic Initiative 3: Partnerships with Employers, Alumni and Community**

- a. **Description:** Strengthen partnerships with employers, UH alumni and Houston community through active engagement including participation in career programs, industry panels, and career education for K-12 and neighboring communities near UH campus locations.

b. **DSAES Values: Division Cohesion, Partnerships, Resources**c. **Goal Status:** In progressi. **Employer & Alumni Open House**

1. **Action taken:** Execute one employer and one alumni open houses in Summer 2020.

ii. **College Work Study**

1. **Action taken:** Present at least five workshops per year to educate on and off-campus departments about hiring college-work study students.

iii. **K-12 Partnerships**

1. **Action taken:** Increase number of Houston community events to engage K-12 students through providing career development programming.

4. **Strategic Initiative 4: Strategic Initiative 2Description:**

- a. Increase utilization of targeted programs and events to engage students and employers at the University of Houston and University of Houston at Sugar Land.

Action taken:b. **DSAES Values: Student Success**c. **Goal Status:** In progressi. **Employer Job Postings**

1. **Action taken:** Increase the number of employers posting jobs and internships in Cougar Pathway through Advisory Board, Employer U and Sugar Land Career Fair to engage employers.

ii. **Targeted Student Messaging**

1. **Action taken:** Increase targeted messaging to students regarding internship/job opportunities within their major(s).
- iii. **Sugar Land Services**
 1. **Action taken:** Increase utilization of career counseling appointments at UH at Sugar Land and Katy as a result of marketing and outreach efforts from 2019 to 2020 academic year.

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

Response to oil and gas downturn and COVID 19: Pivoted to provide virtual services during university financial pause. Used technology and innovation to serve students!

The enormous amount of jobs that have been lost due to the drop in oil and gas prices and COVID 19 have greatly impacted many organizations and our students including hiring, students' offers and delayed start dates. Even though the current economic forecast has many concerned, some employers are still hiring and posting jobs on Cougar Pathway.

Due to COVID 19, UCS took several measures to support employers and students. Below are ways we assessed and transitioned to serve our constituents and championed opportunities for students and alumni. Measures including **assessment, expansion of services, new workshops, engaging and educating employers, students, faculty and staff.**

1. **Assessment:** University Career Services surveyed employers and based on their needs we have rescheduled our March career fairs to host two virtual career fair events in May. From our survey, employers tell us that they are interested in connecting with job-seekers virtually. They, too, are adjusting their recruiting strategies and learning more about virtual career fair platform. We are learning together during this unprecedented time.
2. **Expanded Virtual Services.** In response to [COVID 19](#), UCS has expanded virtual career services support including virtual chats, workshops, appointments, which are provided to all students and majors. **Virtual Career Services can be found on our website and [here](#). We are also reminded May grads that they have access to UCS six months after graduation. UCS extended this six month grace period to 12 months. Resources for recent and experienced alumni can be found [here](#). UCS is also hosted Alumni Mock Interviews next week where we are engaging our employers to help alumni job seekers.**
3. **Virtual recruiting during COVID 19** including employer meet and greets and career fairs are our recruiting reality, and we want to help students be successful in this new recruiting environment. We offered several sessions to prepare students to meet employers in a virtual setting, including the following:

4. **Employer Insight.** UCS hosted a **Virtual Town Hall Meeting**. Students had the opportunity to gain insight and tips for recruiting during COVID 19 from employers. I am excited we have had a great response from our students. We had five employer panelists, and over 60 students attended the town hall.
5. **New Workshops and Programs.** You will see [UCS'Virtual line up to support students](#) while recruiting during COVID 19. Since COVID, UCS expanded its resources with virtual appointments, chats, workshops, employer meet and greets, virtual interviews, and various professional development and networking opportunities held on Zoom and MS TEAMS.
6. ***Collaborate with CAPS and ISSSO to deliver relevant and timely information related to employment and international students. Anxiety and Career Transition and Virtual Tow Hall for International Students Career Development.***
7. **UCS is also sharing additional areas to explore and industries that are actively hiring such as teaching, graduate school and research opportunities.** We continue to remind students to take advantage of online training and certification programs during this time.
8. **In direct response to employer needs, we hosted two virtual career fairs to targeted to juniors, seniors and May 2020 graduates.** These events will serve as an opportunity for students to connect with employers who have immediate hiring needs.
9. **Marketing and Communication:** To prepare the campus for the new normal, UCS communicated to students, employers, and sent campus wide email message to share what fall recruiting would like and encourage students to complete their degree and take an active role in engaging employers online to secure internships and jobs.
10. **UCS also hosted an Employer U meeting and Demo Day** to education and teach employers how to use the virtual career fair platform as well as here from a live student panel. Over 94 employer represents attended this event. May signed up for our prep sessions to help students with their resume and interview skills for fall recruiting.
11. **As far as the fall and spring semesters,** all services will be virtual including JCP suit up event, career fairs, prep sessions with employers, workshops, and Campus Jobs for Coogs Career Fair will be held on MS TEAMS.
12. **Re-organize the staffing infrastructure** to better support all full-time, practicum and student employees; created opportunities for staff involvement. Significant changes included: Two Internal Promotions, noted in question 4.

Below are the additional efforts UCS took this spring/summer to create a more inclusive and equitable environment for staff and students.

1. Advocate for Renewal for Texas Association Chicano in Higher Education (TACHE) Institutional Membership by writing a testimonial of the benefits and how this membership supports UH students and its responsibility as a HSI.
2. UCS Staff trained students on conference proposals to present at TACHE Regional Conference to share best practices and issues impacting the Hispanic community.
3. UCS team members participate in the Las Comadres Mentorship Program
4. Planned and secured Black Women panelist for Black Women in Leadership Panel, fall 2020
5. Launched 1st semester career planning for students and 1st Gen students
6. Advocated and completed full JAQ for women of color on the UCS team member to be promoted to Assistant Director, on hold due to university's financial pause during the summer.
7. Held and led diversity discussions with team to help support students, and as a team to be better support of each other.
8. Facilitate breakout sessions about using inclusive language and encourage employers not to use the word fit when interviewing diverse students.
9. UCS Participated in HACU presentations during UH tour. Involved team to develop content highlighting Hispanic faculty, staff, and shared demographic data with high school students
10. Collaborations with ISSSO to help international students.
11. Reviewed NACE Diversity website, articles, and checklist during team meeting to begin journey to do diversity work and define our role towards advancing Diversity, equity and inclusion.
12. Launching a career services diversity statement fall 2020
13. Taking an active role to educate diverse students and employers to be more inclusive.

3. 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 and/or unique students 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. If available, please provide program benchmarking data from comparable institutions.

During the 2019-20 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, track employer data and assess email messages to promote events and services.

The means of evaluating departmental objectives include student and employer satisfaction quantitative and qualitative surveys; student surveys following all sessions including etiquette dinners, industry prep weeks, career fair follow-up surveys (students and 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 locate, promote and advise employers to create internships and job opportunities; 2) help employers target majors and educate them on alternative or majors specific to UH (College of Technology; some in the College of Liberal Arts and Social Sciences); 3) implement best practices related to 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 4) 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.

4. Please discuss any budget or organizational changes experienced since your last (FY2021) 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 additional expenses impacted some programs 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:

The following organizational changes were made since UCS's last SFAC request:

UCS Reorganization that resulted in the following promotions:

1. Promoted Priyanka Raut, career counselor to Assistant Director of UCS, leading all counseling programs, and coordinate employer events with employer development and relations (EDR)) team for UH Sugar Land, UH Katy, while supporting team at UH. In 2016, Priyanka was selected to be the career counselor in UH Sugar Land. This position was funded by SFAC, and has evolved into a one-stop shop and helps streamline the processes to better serve faculty, students, employers, alumni and the Fort Bend community. Priyanka's promotion was effective October 1, 2020.

2. Promoted Dawnelle Prince, Program Manager (Recruiting Manager) to Program Manager II (Sr. Recruiting Manager). Dawnelle's position was assessed for its nonexempt status given the workload and additional and expanded duties to serve students and engage employers for new and virtual events. Based on HR's recommend, the executive director received approval to promotion Dawnelle, effective Oct.1, 2020.

Words of Appreciation

For the last three years, SFAC has provided one-time requests to cover VMOCK. UCS is appreciative of the support to continue to serve students virtually through VMOCK (online resume critique platform) which allows for immediate resume feedback for students to use their approved resume to apply for jobs in Cougar Pathway.

UCS also will ask for one time budget request to cover the annual expenditures for **VMOCK contract, \$13,250.**

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 collaborated 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 11,000 resume submissions in VMOCK; will include student usage, survey satisfaction, and quantitative data during SFAC presentation. We have also collaborated with faculty to use VMOCK for their resume assignments, and HRM, Engineering, GCSW, and Technology to use the system to streamline their resume approval process and event registration to enter career fairs.

This past year UCS secured \$5,000 through employer sponsorship opportunity. 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.

5. If your unit concluded FY2021 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 approximately **\$64,000** to SFAC due to the cancellation

of career events/expenditures related to COVID 19 and CDC gathering guidelines.

6. Please list your unit's 2022-2023 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.

1. Build Stronger K-12 Partnerships

- a. **Action Step:** Educate K-12 students on early major and career exploration through school districts presentations and Cougar Preview sessions and help assist with recruiting teachers to work in school district.

2. College Work Study Education and Training

- a. **Action Step:** Present at least five workshops per year to educate on and off-campus departments about hiring college-work study students

3. Strategic Employer Outreach

- a. **Action Step:** Execute one employer open houses in Summer 2021

4. Virtual Career Development and Recruiting Preparation

- a. **Action Step:** Deliver virtual career development to students including career counseling, virtual chats, workshops, and career course.

5. Leverage Technology to Expand Services

- a. **Action Step:** Leverage technology to expand UCS accessibility and better meet the needs of the students and employers

6. Engage Diverse Student Populations

- a. **Action Step:** Develop programs for First Generation, Veteran, LGBTQ, UEP, Women and Gender Resources Center, Underrepresented Males, Cougars in Recovery (CIR), International Students, Graduate Students, Students with Disabilities, and Underrepresented students of color in STEM, Health, Civic Engagement and Leadership.

7. Recognizing that the potential to generate additional Student Service Fee income for FY2022 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the new base budget and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total FY2021 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made.

University Career Services would accommodate an initial reduction of **5% (\$ 57,943.55)** by eliminating career programs and additional career fairs. However, eliminating career programs would not completely accommodate a 5% reduction. In addition to the eliminating career programs, UCS would have to eliminate a full time employee (FTE), which decreases the human capital needed to help serve students with their career development and job search.

8. 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 include employer development donations earmarked for the UCS Career Closet. The UCS Career Closet is a service offered by UH University Career Services, where students can rent business professional clothing. Business professional suits come in either pantsuits or skirt suits and are available in multiple sizes. Students are able to select an appropriate size based on the available suits and pay \$10 via credit or debit card, to rent the suit for 3 days. The \$10 covers the dry cleaning services for each suit. Scholarships for suit rental are available upon request. [Learn more about UCS Career Closet.](#)

9. 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 seven+ 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 gather to discuss strategic employer partnerships to streamline the recruiting process, share best practices including communication about employer scams, training on new technology such as Handshake and Baseline and professional development luncheons, employer meet and greets. In some instances, we collaborate to share cost to host career events and provide services for employers and students. 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.