



# University Career Services Division of Student Affairs

## Student Fees Advisory Committee (SFAC) Program Questionnaire FY2024



Opportunities are here! **DARE** to Explore, Engage, Empower and Employ!



Striving for excellence, a career focused campus and accessible and equitable career opportunities for all majors. The UCS team continues to provide virtual and in person hybrid events. Images Above: Images from student and employers participating at our in person career fairs.

## 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.

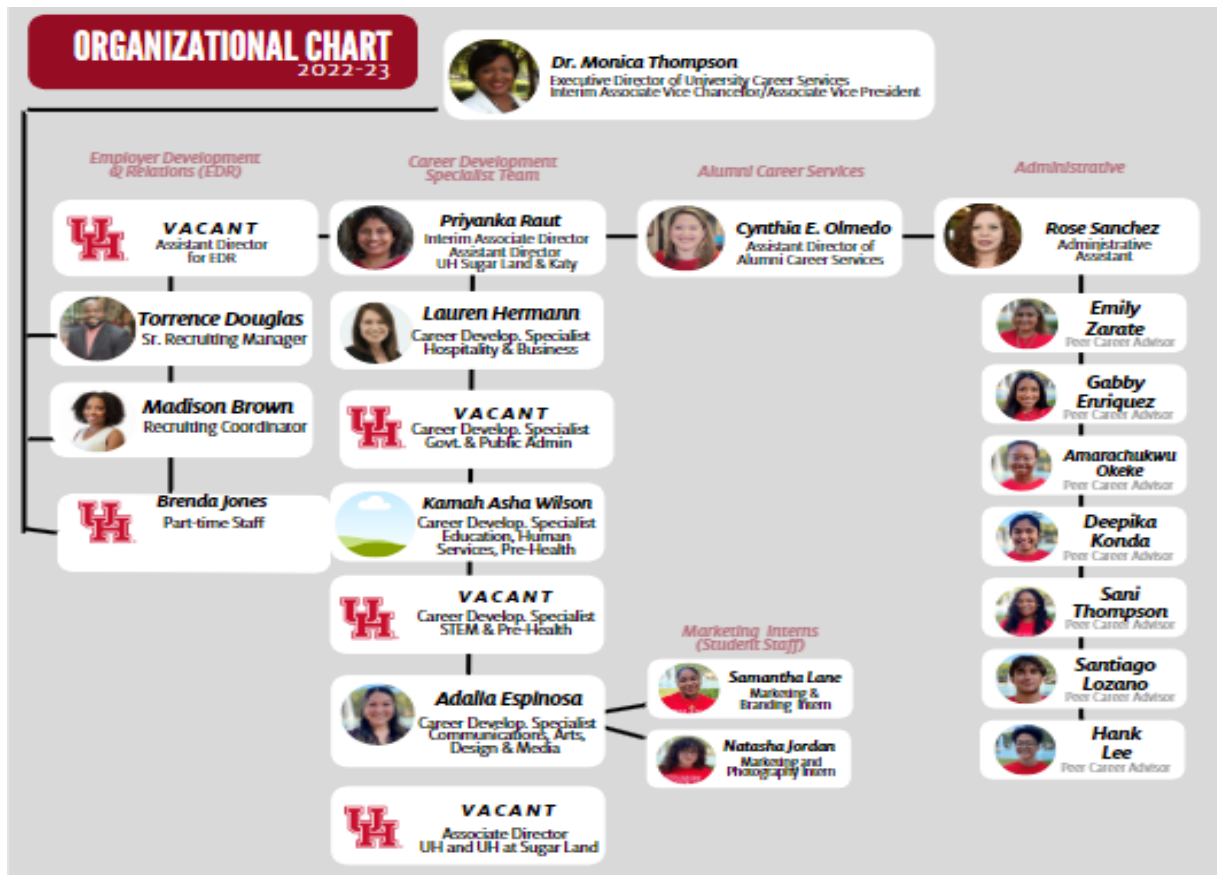
**Employ.** Our goal is to work with companies and organizations to **employ** our students during career fairs and on-campus recruitment.

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.

# University Career Services Organization Chart



# UCS Department Liaisons

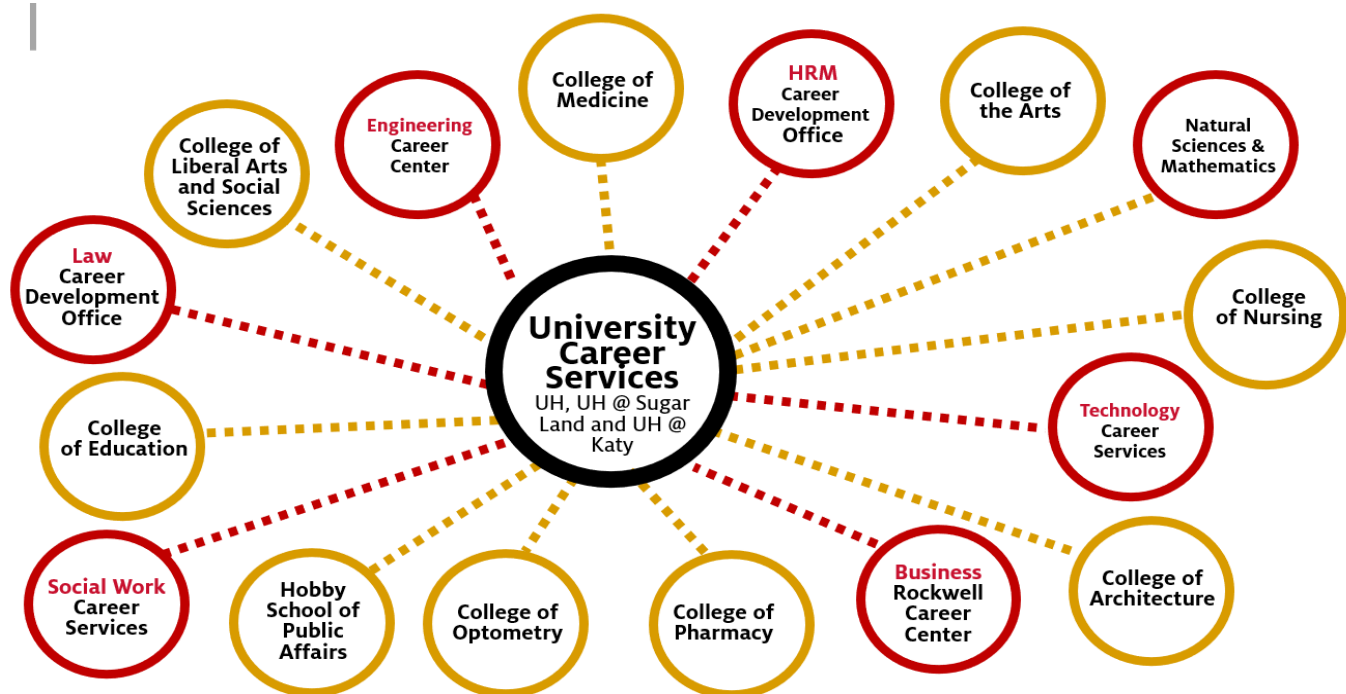
## DSAES Liaisons

Academic Affairs/SGA:	M. Thompson
Admissions/Orientation:	P. Raut
Alumni:	C. Olmedo
Athletics:	P. Raut
CAPS:	L. Hermann
Center for Fraternity/Sorority Life:	M. Thompson/TBD
Center for Student Involvement/LeadUH:	P. Raut/ Adalia
Center for Diversity & Inclusion:	P. Raut
Cougars in Recovery:	P. Raut/A. Wilson
Commuter Students:	L. Hermann/C. Olmedo
DisAbility Services:	L. Hermann
Financial Aid:	M. Thompson/ C. Olmedo
LGBTQ Resource Center:	A. Wilson
Library:	P. Raut
Learning Abroad:	A. Espinosa
Learning Support Services (LAUNCH):	C. Olmedo
International Students:	P. Raut/C. Olmedo
Res. Life/Student Housing:	A. Espinosa
Language and Culture Center (LCC):	L. Hermann
Urban Experience Program:	C. Olmedo/P. Raut
Veterans:	C. Olmedo/ A. Espinosa
Women & Gender Resource:	A. Espinosa

## College Based Liaisons

Architecture:	L. Hermann/M. Thompson
Art:	A. Espinosa
Business:	Adalia/ M. Thompson
CLASS:	A. Espinosa/M. Thompson
Education:	A. Wilson/ M. Thompson/ P. Raut
Exploratory Studies:	P. Raut/ L. Hermann
Graduate/Professional Programs:	P. Raut/ C. Olmedo
Honors:	C. Olmedo
HRM:	L. Hermann/ P. Raut
NSM/Engineering:	P. Raut
Pre-Health:	A. Wilson/ P. Raut
Nursing:	P. Raut
Pre-Law:	TBD
School of Communication:	C. Olmedo
Social Work:	A. Wilson/ P. Raut
Technology:	C. Olmedo/ P. Raut
UHin:	P. Raut/ L. Hermann
Med School:	P. Raut

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.



3. List your unit's strategic initiatives and action steps identified for the 2021-2022 academic year and cite the specific Division of Student Affairs (DSA) 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.

DSA Plan: (<http://uh.edu/dsa/about/strategic-planning/>)

UH Goals: (<http://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 FY21 to FY22. Complete
  - ii. **Partnerships with UH Career Centers and UH HR department**
    1. **Action taken: Planned UH Resume day and Hire a Coog events.** 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. Complete

### 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 progress
  - i. **Employer Outreach**
    1. **Action taken:** Increase the number of students engaging in Cougar Pathway as a result of #NowHiring campaign.
  - ii. **New Website Launch**
    1. **Action taken:** Revised website to enhance student employment and employer pages. Added new page for UH Career Fairs for student and employer audiences.
  - iii. **Virtual Career Counseling, Drops Ins, Prep Week Session and Career Fairs**
    1. **Action taken:** Increase utilization of brief virtual career counseling services. Hosted over eight virtual career fair targeting specific majors and industries.

### 3. **Strategic Initiative 4: Strategic Initiative**

#### **Description:**

- 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:** Hosted virtual events. Complete: Partial, all events were virtual, no specific events for UH at Sugar Land and UH at Katy due to virtual environment.

**b. DSAES Values: Student Success**

c. **Goal Status:** In progress

i. **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. Complete.

ii. **Targeted Student Messaging**

1. **Action taken:** Increase targeted messaging to students regarding internship/job opportunities within their major(s). Complete

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 2021 to 2022 academic year. Not Complete due to hosting virtual events.

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 2021-22 school year, UCS fully utilized Baseline/Campus Labs, and Qualtrics 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 and Qualtrics 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, 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.

5. Please discuss any budget or organizational changes experienced since your last (FY2023) 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.

This past year UCS secured \$4,000 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.

### **Words of Appreciation**

*For the last four years, SFAC has provided one-time requests to cover VMOCK and Virtual Job Shadowing Program. 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 to improve resumes for students to use to apply for jobs in Cougar Pathway. We look to being fully staff to launch the Virtual Job Shadow Platform.*

6. If your unit concluded FY2022 with a Fund 3 addition to Fund Equity 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 **\$151,086** to SFAC due to staff transition and lapsed salaries, operational costs, and conference travel.

7. Please list your 2023-2024 strategic initiatives and action steps in priority order and cite the specific Division of Student Affairs Values 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.

## **Career Development Strategic Goals**

### **Goal 1: Student Success Stories**

- Utilize success stories to share how students who utilize career services improved career development, increased confidence and readiness post-graduation (alumni)
- Collect student success testimonials from former LACP students who can share how the career



course prepared the individual after entering the workforce or graduate school.

- Re-brand and tell UCS story by using quotes and images from students and guest speakers from our CC appt or program surveys, career courses, live events, and more.

**Goal 2: Promote Experiential Learning opportunities with employers**

- Help students explore careers through a "Career Day" with employers attending from specific career clusters for panels, info session or speed networking.
- Promote engagement events with employers such as mock interview days, resume reviews, pitch sessions, and speed networking to help students prepare for job/internship search.

**Goal 3: Inclusive Career Education Opportunities:**

- Provide targeted career decision-making workshops or programs for women, non-traditional or "second career" students, and first-generation students
- Educate employers apart of EmployerU on benefits of hiring students with diverse abilities, more inclusive hiring practices, and ways to support individuals once onboard.
- Implement a career counseling group to promote career exploration for targeted student populations including those that identify as first-year students and Latine.

## Employer Development and Relations Strategic Goals

**Goal 1: Develop national and regional recognition as a top, core recruiting school**

- Create customized recruitment and engagement plans for employers to engage with UH students and alumni in new and innovative ways
- Identify new companies through Cougar 100, student feedback and local chambers
- Develop UCS branding and marketing materials, to showcase student diversity, recruitment structure and engagement opportunities
- Launch employer sponsorship packages aimed at aiding student professional development and employer diversity hiring needs
- Establish an employer advisory board to gain connection to industry and employer feedback regarding post pandemic recruiting

**Goal 2: Develop innovative, niche opportunities for student career success**

- Collaborate with campus partners, college-based career centers and our instructional sites (UH @ Sugar Land and UH @ Katy) on programs and events
- Develop strategic marketing plans and initiatives to promote Career Fairs and events such as town halls, promotional items and text message campaigns
- Expand job promotion initiatives to increase student activity (job applications and resume submission) in Cougar Pathway
- Develop a website for employers to report hiring efforts throughout the year and to aid in JLD reporting and tracking employment outcomes.

**Goal 3: Become the go to spot for on-campus Student Employment at the University of Houston**

- Develop an On-campus Student Employee Training to benefit both supervisors and students
- Revamp the student employment website and develop workflows and guidelines for participation
- Advance Faculty & Staff engagement in Cougar Pathway through an intentional campaign and newsletters
- Create CWS / NCWS Supervisor online training module

8. Recognizing that the potential to generate additional Student Service Fee income for FY2024 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 3.5, 5.0 or 7.5% in your total FY2024 base Student Service Fee budget request and provide a line-item explanation of where budgetary cuts would be made. A spreadsheet has been created to assist in this process. Please include a copy of the spreadsheet with your questionnaire submission.

University Career Services would accommodate an initial reduction of 3.5%, 5% or 7.5% as outlined on the budget by eliminating career programs and additional career fairs. However, eliminating career programs would not completely accommodate the reduction. In addition to eliminating career programs, UCS would have to eliminate a 2-3 full time employee (FTE), which decreases the human capital needed to help serve students with their career development and job search. With the great resignation impacting our team this past year, we have faced the reality of trying to serve our students and employers. Losing 6+ full time staff positions and finding talent to replace the previous staff have been a challenge and has tasked the existing staff.

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 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 cred it or debit card, to rent the suit for 2 days. The \$10 covers the dry-cleaning services for each suit. Scholarships for suit rental are available upon request.

**STUDENT SERVICE FEE REQUEST FOR 2023-2024**

**FISCAL YEAR 2024**

Name of Unit: University Career Services  
 Dept#: H0215

	FY 2022	FY 2022	FY 2023	FY 2023	FY 2024
Funding Sources	Approved Budget 2021-2022	Actuals 2021- 2022	Approved Budget 2022-2023	Projected Actuals for 2022-2023	Budget Request for 2023-2024
Student Service Fees- Base Budget	1,158,871	1,158,871	1,177,157	1,177,157	1,195,309
SSF Merit/Salary Increase		20,248		18,152	
Student Service Fees Base Augmentation Request					
Student Service Fees One-Time Request		13,250		26,500	13,250
Student Service Fees One-Time Additional Request		-			
SSF One Time Fund Equity Rollover		20,000		26,000	26,000
CFWD from Prior Year (Open Commitments)				871	
Income From All Other Sources					
State Funding (Fund 1)					
Designated (Fund 2)		30,000			
Designated (Fund 2)/Sales&Services E&G	55,000	175,781	105,000	105,000	60,000
Sales & Services Income (Fund 3)		-			
Programs/Events Income (Fund 3)		-			
Facility Rental Income (Fund 3)		-			
Gifts/Donations (Fund 4)	2,000	36,000	4,000	4,000	5,000
Grants (Fund 5)	75,000	75,000	75,000	75,000	50,000
From Fund Balance	87,000		105,000	105,000	90,000
Other Income (itemize below)					
Dedicated Fees-Base Budget-Student Center		-			
Dedicated Fees-Base Budget-SC Transformation		-			
Dedicated Fees-Base Budget Recreation Facility		-			
<b>Subtotal of Income</b>	<b>1,377,871</b>	<b>1,529,150</b>	<b>1,466,157</b>	<b>1,537,680</b>	<b>1,439,559</b>
Deductions from Income					
Student Fee Waivers-SC		-			
Student Fee Waivers- SC Transformation		-			
Student Fee Waivers- Recreation		-			
Bad Debt		-			
<b>Subtotal of Deductions from Income</b>	<b>0</b>	<b>-</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>TOTAL INCOME</b>	<b>1,377,871</b>	<b>1,529,150</b>	<b>1,466,157</b>	<b>1,537,680</b>	<b>1,439,559</b>

UCS- FY2020 Program Questionnaire

Expenses	Approved Budget 2020-2021	Actuals 2021- 2022	Approved Budget 2022-2023	Projected Actuals for 2022-2023	Budget Request for 2023-2024
<b>Salaries and Wages</b>					
Exempt Category Employee Salaries	660,842	715,864	776,693	776,693	776,693
Non-Exempt Employee Wages	128,746	52,497	28,175	28,175	28,175
Student Workers Wages (NCWS)	20,259	16,650	11,029	11,029	11,029
Student Workers Wages (Graduate Students)		-			
Other Temporary Workers Wages		-			
Longevity	11,620	13,240	13,760	13,760	13,760
Graduate Insurance Stipend		-			
Shift Differential Wages		-			
Overtime Wages		-			
<b>Salaries and Wages Total</b>	<b>821,467</b>	<b>798,252</b>	<b>829,657</b>	<b>829,657</b>	<b>829,657</b>
<b>Fringe Benefits</b>					
<b>Fringe Benefits Total</b>	<b>256,821</b>	<b>229,781</b>	<b>262,778</b>	<b>262,778</b>	<b>262,778</b>
<b>Other Expenses</b>					
Advertising	5,000	2,394	5,000	5,000	5,000
Awards		319			
Business Meals	6,000	7,281	6,000	6,000	6,000
Clinical/Lab Supplies		-			
Competition Fees		-			
Computer/Hw/Sw Supplies/Repairs	26,056	49,024	26,056	26,056	26,056
Construction/Renovation		-			
Consulting Services		-			
Cost Of Goods Sold		-			
Facilities Work Orders	5,000	11,926	5,000	5,000	5,000
Financial/Legal	2,500	2,799	2,500	2,500	2,500
Office/General Supplies	12,000	3,041	12,000	12,000	12,000
Other Expense		-			
Other Recurring Exp		-			
Parts/Furniture		2,576			
Printing/Postal/Freight	6,000	4,532	6,000	6,000	6,000
Professional Development	13,000	8,766	13,000	13,000	13,000
Programs/Events	42,495	36,849	118,466	159,989	57,849
Prospective/New Employee	1,000	459	1,000	1,000	1,000
Rental/Lease	35,000	22,085	35,000	35,000	35,000
Repairs/Maintenance		-			
Scholarships/Stipends		-			
Security Services		-			
Services	55,000	603	55,000	75,000	75,000
Student Leadership Stipend		-			
Teaching Food		-			
Teaching Supplies		-			
Telecom Services/Supplies	12,000	11,199	12,000	12,000	12,000
Temporary Staffing	0	2,916	0	0	0
Travel	8,000	14,983	8,000	18,000	18,000
Travel/Guest		-			
Travel/Student		-			
Uniforms	1,000	2,429	1,000	1,000	1,000
Utilities		-			
Other Itemized					
Projects-Furniture & Equipment CAPITAL		-			
Projects-Construction (equity transfer)		-			
Admin Charge (6% of Total Expense)	69,532	63,452	67,700	67,700	71,719
Bad Debt Expense		-			
<b>Other Expenses Total</b>	<b>299,583</b>	<b>247,634</b>	<b>373,722</b>	<b>445,245</b>	<b>347,124</b>
<b>TOTAL EXPENSE</b>	<b>1,377,871</b>	<b>1,275,667</b>	<b>1,466,157</b>	<b>1,537,680</b>	<b>1,439,559</b>
<b>BALANCE (Income less Expenses)</b>	<b>0</b>	<b>253,483</b>	<b>0</b>	<b>0</b>	<b>0</b>

SFAC Only - FY2022 Recap

	FY 2022	FY 2022	FY 2022	FY 2022	FY 2022
	Base Budget	Final Budget	Actual Expenses + Commitments	Approved Equity Carryforward	Funds to be Returned to Reserve
Salary/Wage/Fringe	1,009,849	1,024,165	912,443		111,722
Maintenance&Operations/Travel	149,022	119,691	64,288		55,403
Administrative Charges	-	68,513	58,552		9,961
Utilities	-	-	-		0
Fund Transfers for Maintenance				26,000	(26,000)
<b>SFAC Totals</b>	<b>1,158,871</b>	<b>1,212,369</b>	<b>1,035,283</b>	<b>26,000</b>	<b>151,086</b>

<b>Funds to be Returned to Reserve</b>	<b>151,086</b>
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APPROVALS:

To the best of my knowledge this report is accurate and reflects the unit's priorities. The figures provided have been checked and verified.  
 (print names & UH affiliation next to all signatures.)

Signature of Department Head: Monica Thompson

Title: Interim Associate Vice Chancellor/Interim Associate Vice President of Student Affairs and Executive Director, UCS

Date: 10/13/2022

Other AVP Required Signatures/Dates: N/A

Form Completed By: Lynn Smith

Certifying Signature & Date: Lynn M. Smith 10/13/2022

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 decentralized 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, natural science and mathematics (coming soon), 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, Interim 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.