



UNIVERSITY CAREER SERVICES

UNIVERSITY of **HOUSTON**
STUDENT AFFAIRS & ENROLLMENT SERVICES

Our Journey



2014

- Launched Cougar Pathway
- Remodeled UCS
- Rebranded UCS



2015

- Career Action Plan
- Niche Career Fairs
- CLASS pilot course
- Strategically hired talent



2016

- VMOCK Smart Resume
- Employer Field Trips
- Career Fair Field Trips
- UH @ SL



2017

- 1 credit career course
- Career Closet
- Associate Director for EDR
- Diversify Employers



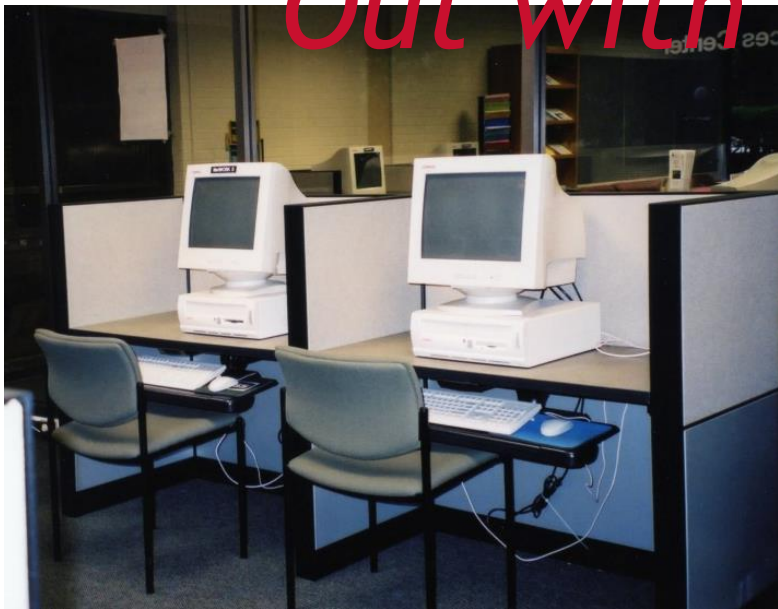
2018

- QEP Planning
- Additional section of 1 credit career course
- Participate in grants within Health & Energy
- Virtual Chats
- Career events for graduate students
- DSAES D & I award



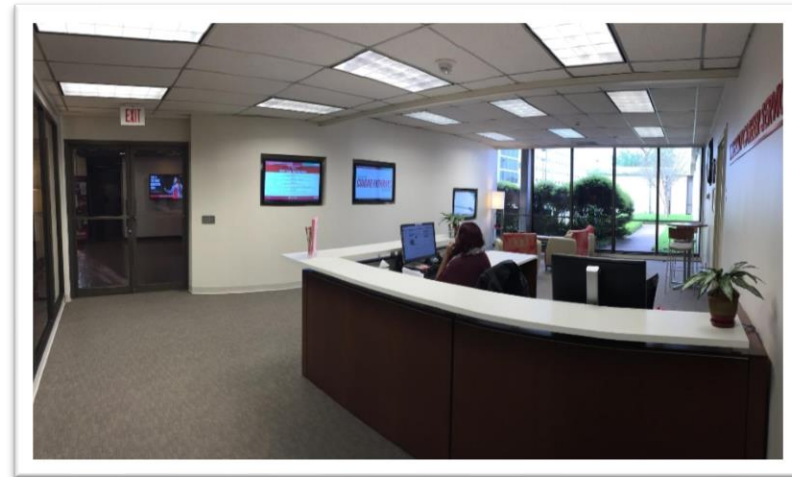
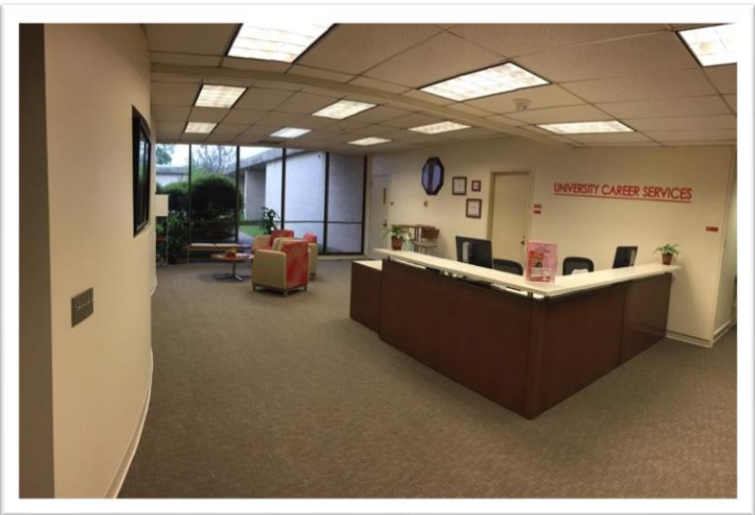
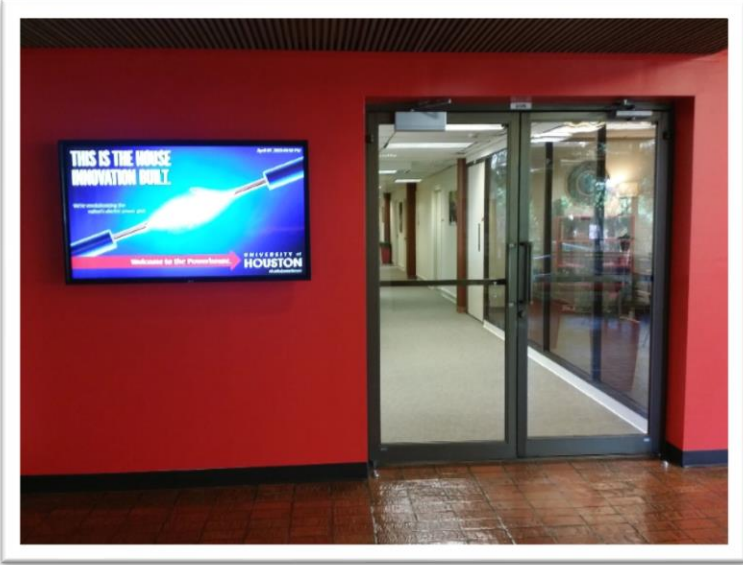
2019

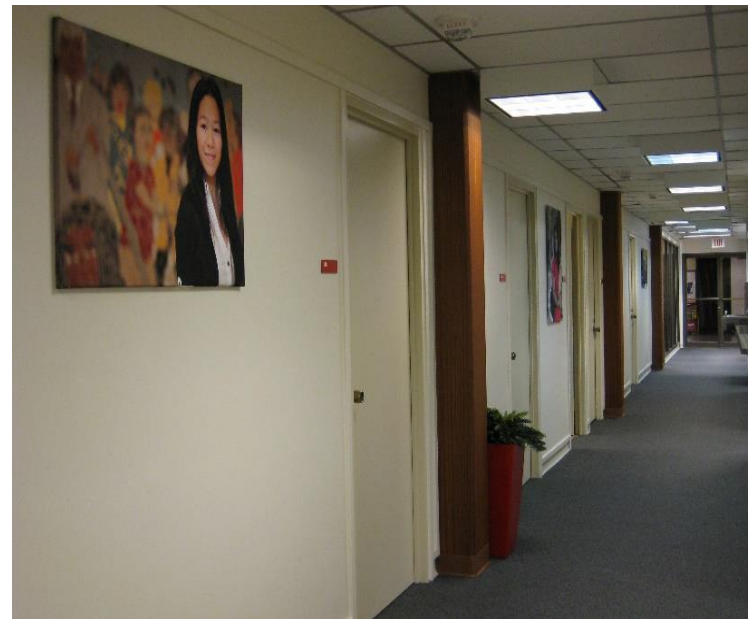
- UH @ Sugar Land Career Fair
- **Research studies: career intentions, developing energy competencies, student success, meaningful work for college work study**
- **Teaching 3 additional sections of Core 1101**
- **Expanded career closet**
- **ACUI Pitts DSAES Collaboration award**
- **DSAES Assessment award**
- **Increased student attendance employer meet and greets**



Out with the old...in with the new

it's both an honor and
privilege to work with you
all!





UCS HOUSTON ROOM (FORMERLY ROOM 156)



*New
landscaping
makes the
building
more visible*



UCS Team Community Service Days

Ronald McDonald House



Coogs Day of Service





University Career Services (UCS)
University of Houston (UH)



@CoogCareers



University Career Services
at University of Houston



Thank you

Monica D. Thompson
Executive Director, UCS



University Career Services

*Our journey towards
becoming a career
focused campus*

SFAC 2019 Presentation

Outline

- Mission
- Unit Success – Our Five Year Journey
- Unit response to issues identified in last SFAC Report
- Unit Challenges and Unit Needs
- Base budget overview and Explanation of O/T usage
- Justification for new FY20 OT and FY21 Augmentation
- Question and Answer

Our Mission

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.

**Student Success | Division Cohesion
Resources | Partnerships**





Our Services

- Career Counseling
- Alumni Career Services
- Student Employment
- Employer Development and Relations
- Career Fairs & Grad School Prep Events
- Professional Development

Our Team



Monica Thompson
Executive Director



Adalia Espinoza
CLASS Career Counselor



Ayo Ogunye
Alumni & School of
Comm. Career Counselor



Tiffany Bitting
Associate Director



Megan Akogyeram
CLASS Career Counselor



Donah Justice
Education & Social Work
Career Counselor



Cynthia Olmedo
Assistant Director,
ACS



Lauren Hermann
CoAD, HRM & Explor.
Studies Career Counselor



Tanya Farirayi
STEM Career
Counselor



Caitlin Deis
Assistant Director,
EDR



Priyanka Raut
Career Counselor
UH at Sugar Land



Dawnelle Prince
Recruitment Manager

Staff Success & Engagement

Presented at UH System, DSAES, Regional and National Conference



Training and Certifications



Divisional and National Recognition

2015

2016

2018

2019

DSAES Assessment Awards

2015

DSAES - Outstanding New Professional: Monica & Excellence in Programm.

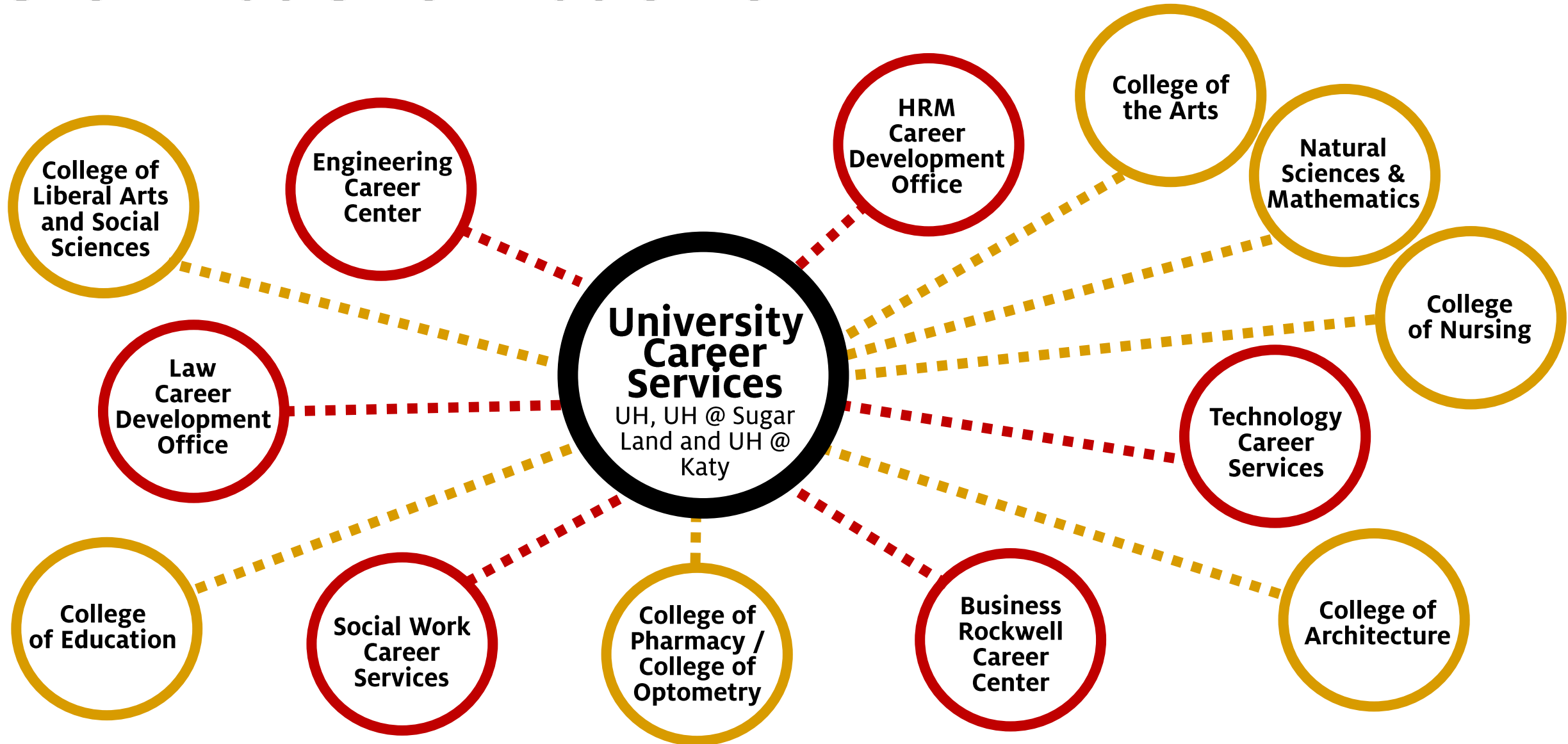
2018

DSAES - Diversity (UCS) and Inclusion (UCS)

2019

ACUI Bernard Pitts Award (CDI, UCS & CSD)

Collaboration



UH Website

UNIVERSITY of
HOUSTON

[About](#) [Academics](#) [Admissions](#) [Campus Life](#)

[Resources for ...](#) [Future Students](#) [Current Students](#) [Faculty & Staff](#) [Alumni](#) [Visitors](#) [Recruiters](#)

AVANT-GOURD ART

UH alumna uses unique talent to celebrate the season >



RECRUITERS

[UH Home](#) > [recruiters](#)

RECRUITING AT THE UNIVERSITY OF HOUSTON

The University of Houston provides opportunities for employers to recruit students, faculty, and staff, and to UH alumni.

[Start with UCS](#) > [Sign In & Post Job](#) >

University Career Services

- [Recruiting Policies](#)
- [Career Fairs & Events](#)
- [On-Campus Interviews](#)

College Based Career Centers

The University of Houston offers a wealth of resources to help you

UCS Website

EMPLOYERS

[UH Home](#) > [UCS - University Career Services](#) > [Employers](#)

CONNECT WITH HOUSTON TALENT

The University of Houston is one of the nation's most diverse urban research universities and is a Carnegie-Designated Tier One public research university. In addition, more than seventy percent of UH students work while attending classes, which prepares them to make an immediate contribution to your organization.

Our services are available to all majors and classifications and to UH alumni. University Career Services at the University of Houston can connect you to this high-quality, talented pool of UH students and alumni.



[Attend Events >](#)



[Post a Job >](#)



[Meet our Students >](#)



[Build your Brand >](#)

College Directory

University Career Services

[Home](#) [About Us](#) [Event Calendar](#) [Students](#) [Alumni](#) [Employers](#) [Faculty/Staff](#) [Parents](#) [Cougar Pathway](#) [Giving](#)

[UH Home](#) > [UCS - University Career Services](#) > [Employers](#) > [College Directory](#)

University Career Services supports ALL majors and classifications at the University of Houston

Please, review the list below of our collaborative campus career centers. If you have any questions, please email UCS at hireuh@uh.edu or call 713-743-5100. We are happy to answer any questions and get you directed to the right place!

UH Academic Colleges <i>We have 16 colleges or schools at the University of Houston</i>	College-based Career Centers <i>These centers ONLY support majors based in those colleges</i>	Online Recruiting Database <i>Post internships, part-time and full-time positions through these databases</i>
Gerald D. Hines College of Architecture and Design		Cougar Pathway
Kathrine G. McGovern College of the Arts		Cougar Pathway
C.T. Bauer College of Business	Yes, Rockwell Career Center	Bauer Gateway // Cougar Pathway
College of Education		Cougar Pathway
Cullen College of Engineering	Yes, Engineering Career Center	e-Connection // Cougar Pathway
Conrad N. Hilton College of Hotel and Restaurant Management	Yes, Career Development Office	Hire Hilton // Cougar Pathway
UH Law Center	Yes, Career Development Office	Cougar Pathway
College of Liberal Arts and Social Sciences		Cougar Pathway
College of Medicine		Cougar Pathway
College of Natural Sciences and Mathematics		Cougar Pathway

UCS has served



2,278

Students and alumni attended our career workshops within our office



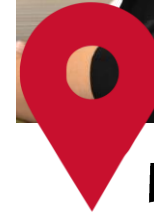
13,964

Presentations (orgs, class, orientation) and campus collaborations



3,276

Career Fair Attendance



5,058

Individual Career Counseling appointments



What does
it mean to
be a *career*
focused
campus?

High-Impact Practices (HIP)

High-Impact Teaching and Learning Practices help students achieve outcomes

93%	Internships, First Year Experience, Common Intellectual Experience & Learning Communities
82%	Writing-Intensive Courses
81%	Collaborative Assignments and Projects
81%	Undergraduate Research
81%	Capstone Courses and Projects
72%	Diversity/Global Learning and ePortfolios
72%	Service Learning, Community-Based Learning

% Employers are looking for employees with these experiences

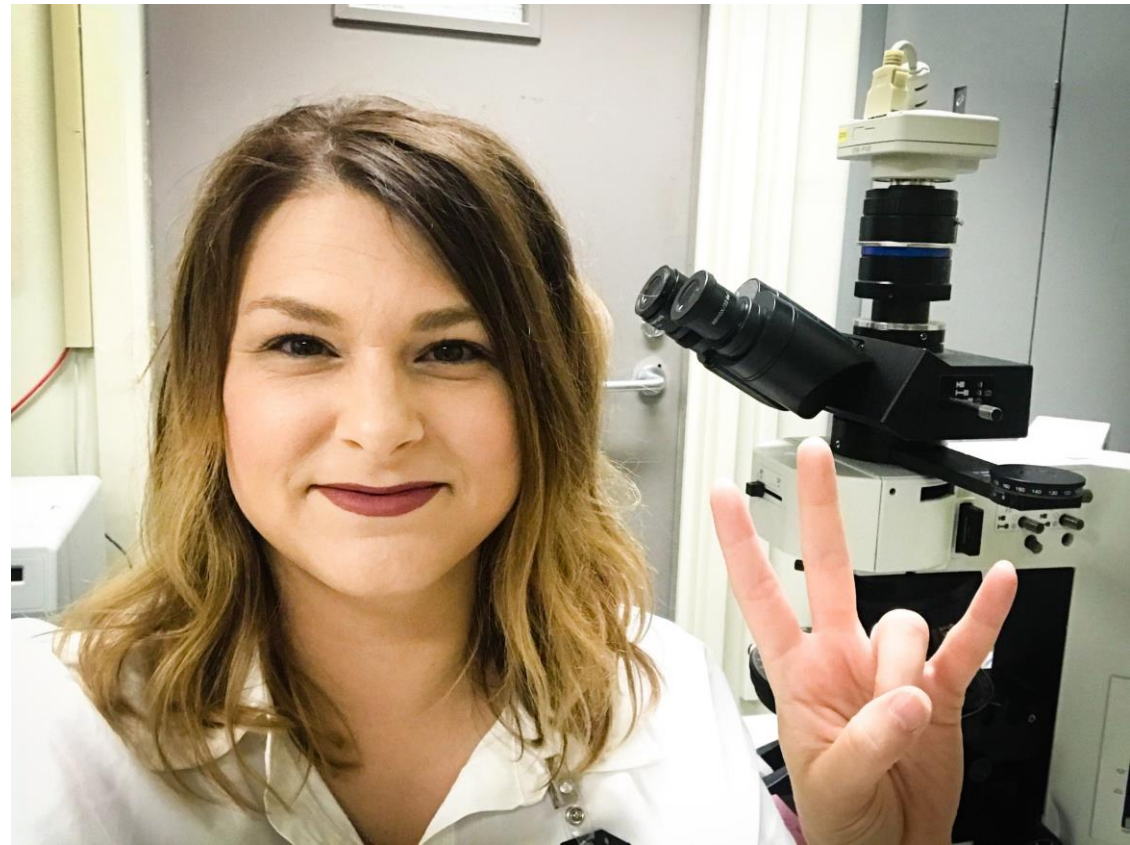
Top Skills (NACE, 2017)



1. Leadership
2. Ability to Work on a Team
3. Problem Solving Skills
4. Written/Verbal Communication
5. Global/Intercultural Fluency
6. Strong Work Ethic
7. Analytical Skills
8. Technical Skills
9. Initiative
10. Flexibility/Adaptability

Key Attributes Employer Seek (NACE, 2017)

1. Has completed an internship
2. Has internship experience in an industry
3. Major
4. Has held a leadership position
5. Has general work experience



Transforming Tier 1 Career Services for Student Success - using HIP framework to become a career focused campus

<p>LEADERSHIP SUPPORT & STAFF DEVELOPMENT</p>	<ul style="list-style-type: none"> • Mission alignment • Making connections • Professional development • Best Practices in Career Services
<p>RELEVANT PROGRAMMING</p>	<ul style="list-style-type: none"> • Student preparation and job readiness (Houston GPS) • Required career course (major) • Required Internship • Athletics and Special groups • Leadership Development program • Career Shadowing • Networking opportunities
<p>EMPLOYER ENGAGEMENT</p>	<ul style="list-style-type: none"> • Employer diversity initiatives • Employer visits and sponsorship opportunities • Employer and industry panels • Industry Career Fairs • Etiquette dinners • Company treks

<p>BRANDING</p>	<ul style="list-style-type: none"> • Marketing UCS brand to employers and students • Strategic communication to students and employers • Social Media presence • Virtual, & taglines for students/ employers • Signature events • Full service career services
<p>STRATEGIC PARTNERSHIPS</p>	<ul style="list-style-type: none"> • Exploratory Studies • Career Consortium • Center for Student Involvement • Student Housing and Res. Life • Faculty and Staff • Advancement • UHin4 • Community: Texas Workforce Commission, GHP & Chambers
<p>ALUMNI</p>	<ul style="list-style-type: none"> • UHAA • Professional Development • Industry Panels • Internship and Job • Mentoring • Internship–Alumni receptions

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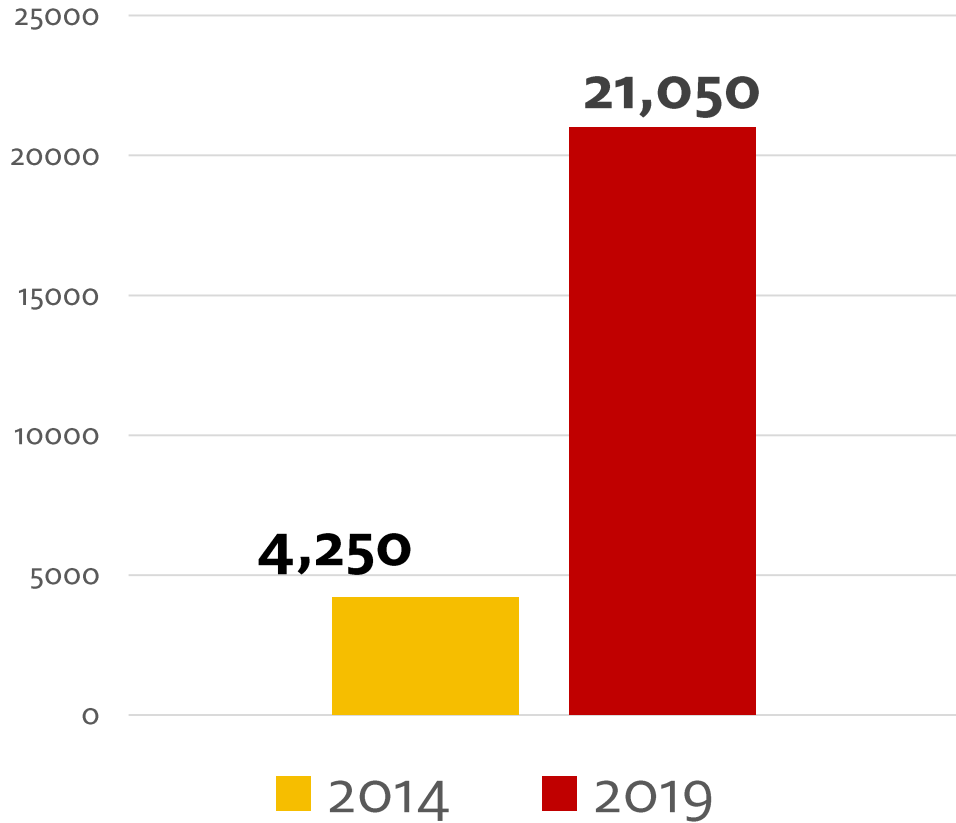
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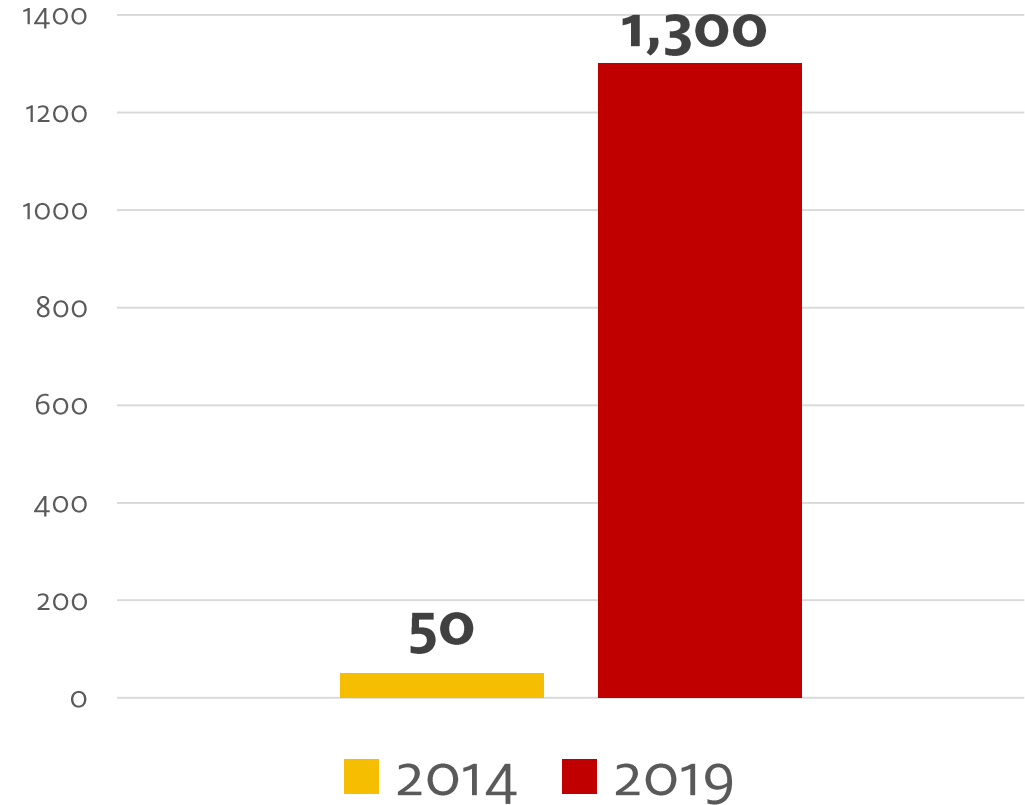
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The impact: **Students**



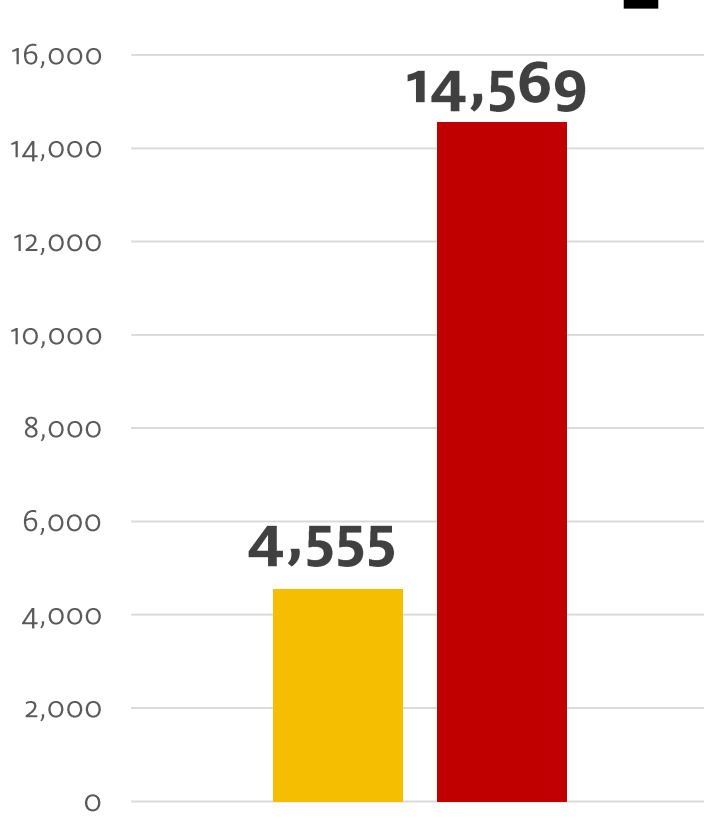
Student Utilization



Student attendance at prep weeks

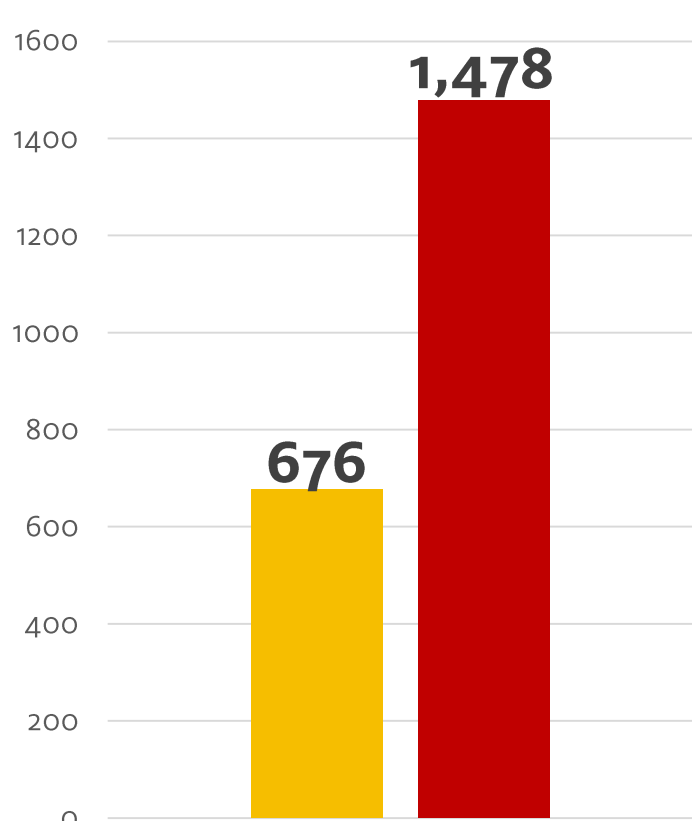
Source: Symplicity, Annual reports, Service request form

The impact: Technology



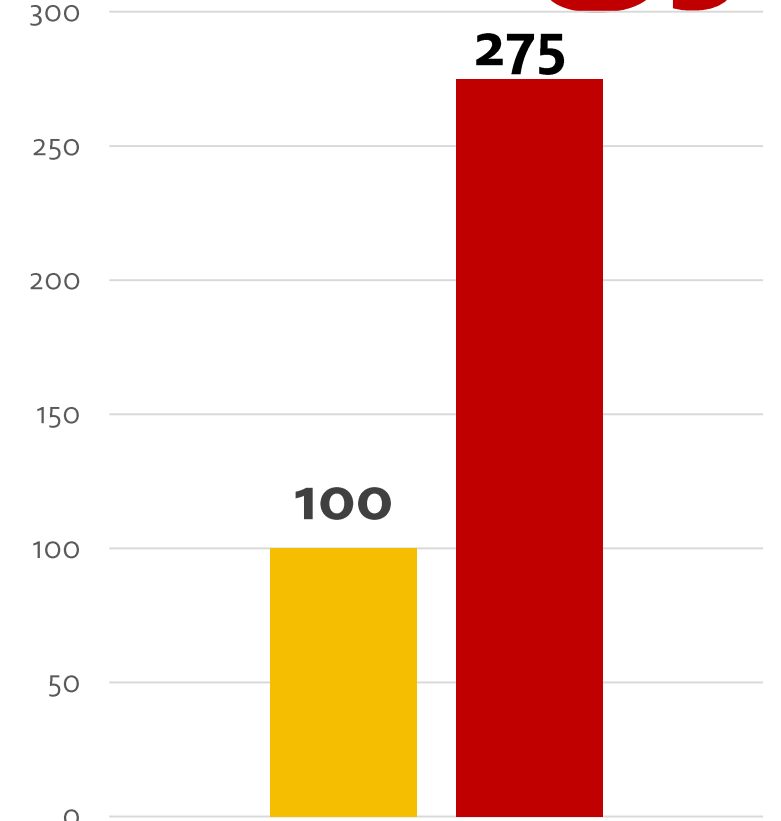
■ 2015 ■ 2019

Resume uploads into Symplicity



■ 2017 ■ 2019

Active users in VMock

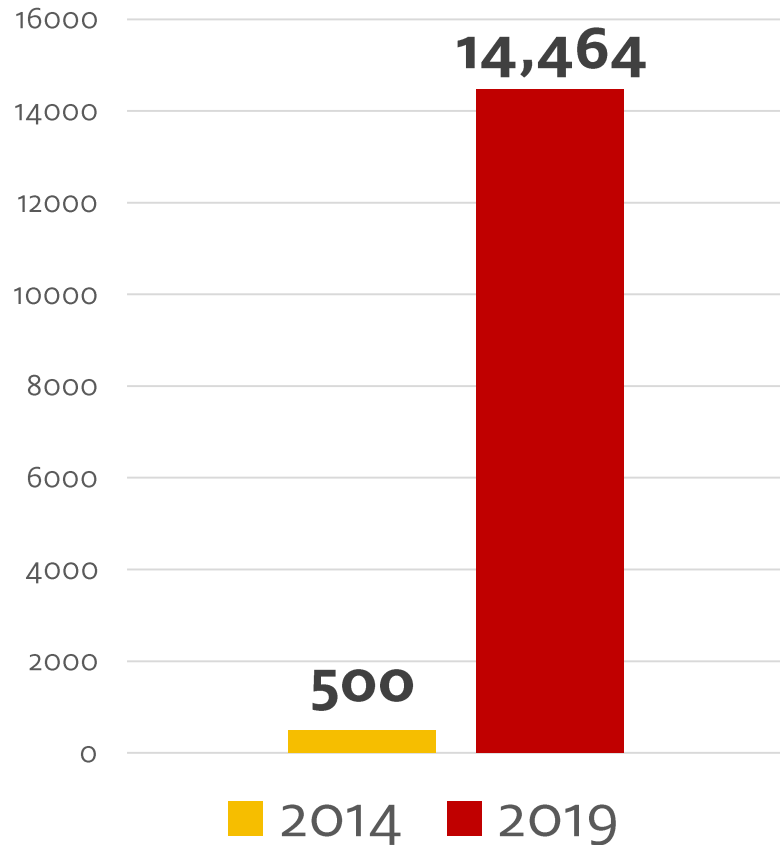


■ 2018 ■ 2019

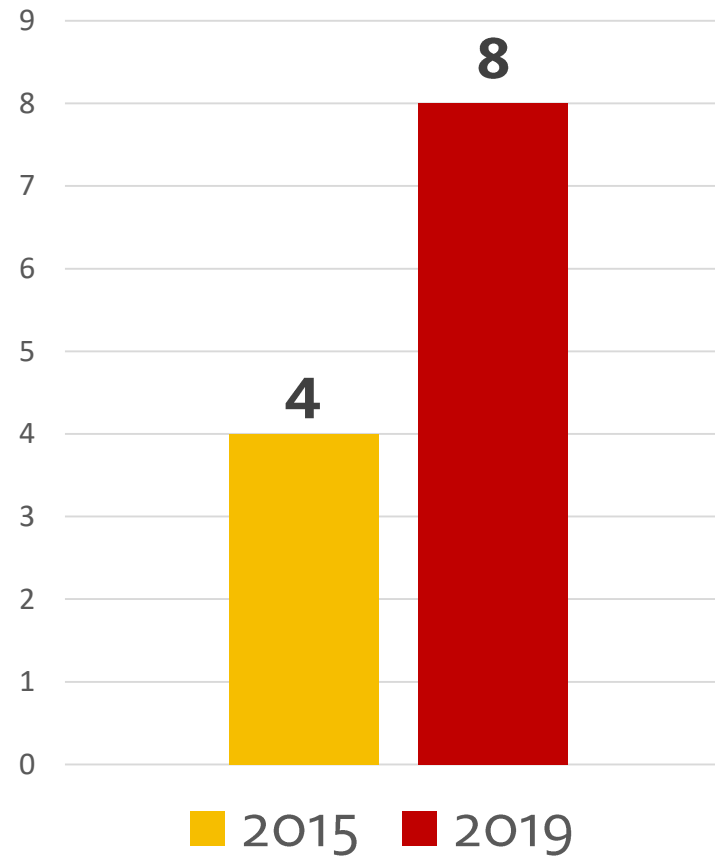
Virtual Chats

Data Source: Symplicity and VMOCK Reports

The impact: **Employers**



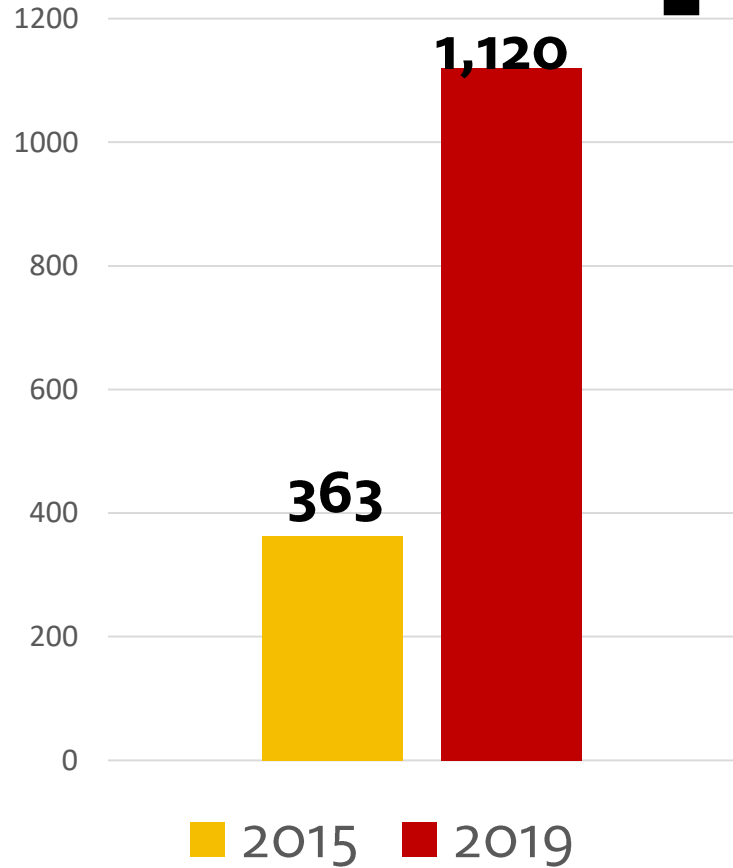
Number of employers contacts in Cougar Pathway



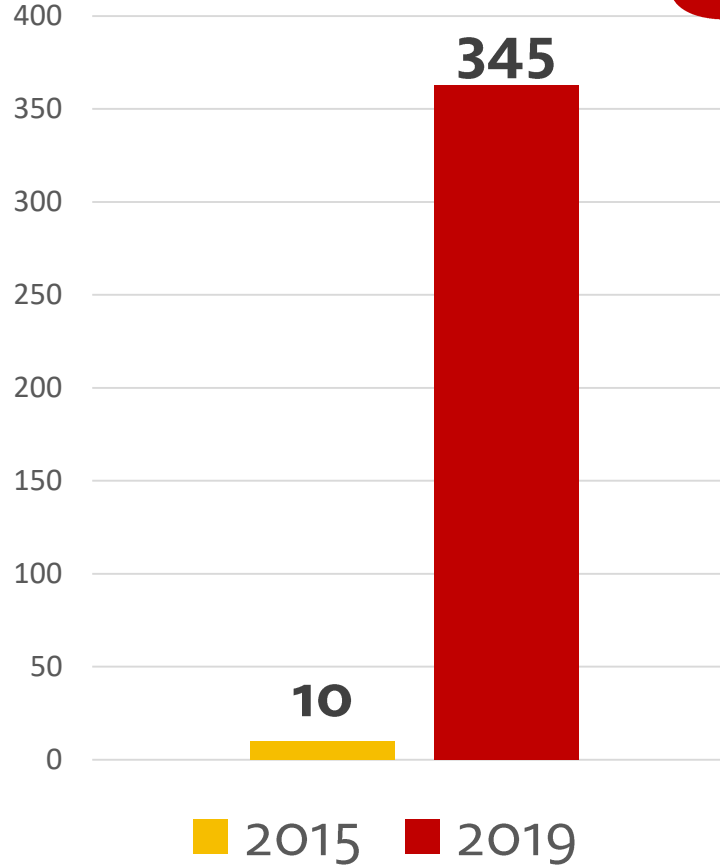
Number of career fairs each academic year

“A key component of Sysco’s success is being able to hire full time technical talent and invest in future technical talent by providing internship opportunities to students each year. The UCS career job board was easy to work with and made scheduling on-site interviews a breeze.”

The impact: SugarLand



Student Utilization at UH at Sugar Land



Number of employer registrations from Fort Bend County & surrounding areas

15% increase in the last year

Staying Connected

- New social media platform: **Instagram @CoogCareers**
- Fall 2017: 610 followers
- Fall 2018: 1,018 followers
- Fall 2019: 1,637 followers
- Most liked posts focus on internship opportunities

     **@CoogCareers**




 **coogcareers**
University of Houston

with over a hundred and fifty associates per shift, and seen important it is for a manager to and sustain a support system allows the associates to succeed also great to have had this an opportunity in a beautiful place Hebron. The Northern Kentucky Cincinnati, Ohio region where is located is a beautiful place with windy picturesque roads, scenic River views, and abundance of greenery.

#amazon #intern #business #shadow #internship #internshipspotlight #coogs #universityofhouston

14w



 Liked by [annehj](#) and 114 others

JULY 16

Institutional Internships

UH Scarlet Seals of Excellence

THCB 60 X 30 Career Skills

Special Populations and Industries


UNIVERSITY of HOUSTON
OFFICE OF THE PROVOST
Cougar Initiative to Engage

- Thinking & Communication
- Leadership

- Leadership
- Communication

- Undocumented students



- Diversity
- Leadership

- Global Fluency
- Teamwork

- Health Nutrition for Hispanics



- Diversity
- Leadership

- Digital Technology
- Teamwork

- Underrepresented STEM majors



- Personal Achievement

- Communication
- Professionalism

- First generation college students

Take a Coog to Work!

We piloted a new initiative to offer students in the **College of Liberal Arts and Social Sciences** the opportunity to shadow a professional at work.

“Yesterday was absolutely amazing! I am so thankful to have experienced a day with Mrs. Molina and all the great people she gets to work with on a day-to-day basis. She is a resilient and dedicated Latina that I can proudly look up to as I find my own avenue to government relations. I had the opportunity to follow her around city hall, where much of work takes her, and meet amazing individuals working for the city of Houston. I even had the opportunity to get a picture with Mayor Turner!”



Access & Equity

- **Industry Career Fairs:** STEM, Energy, ARCH, Health and HDFS, Liberal Arts
- Career Closet
- Virtual Chats
- Prep Weeks and Mock interviews
- Articulating Marketable Skills
- Employer and Alumni Networking events to obtains internships and jobs (Hidden Job Market)

Early Awareness: Cougar Preview & Orientation

- There are over **2,000 students and families** that attend Cougar Preview during the weekend event
- University Career Services participates and engages with **all new students and parents** during orientation

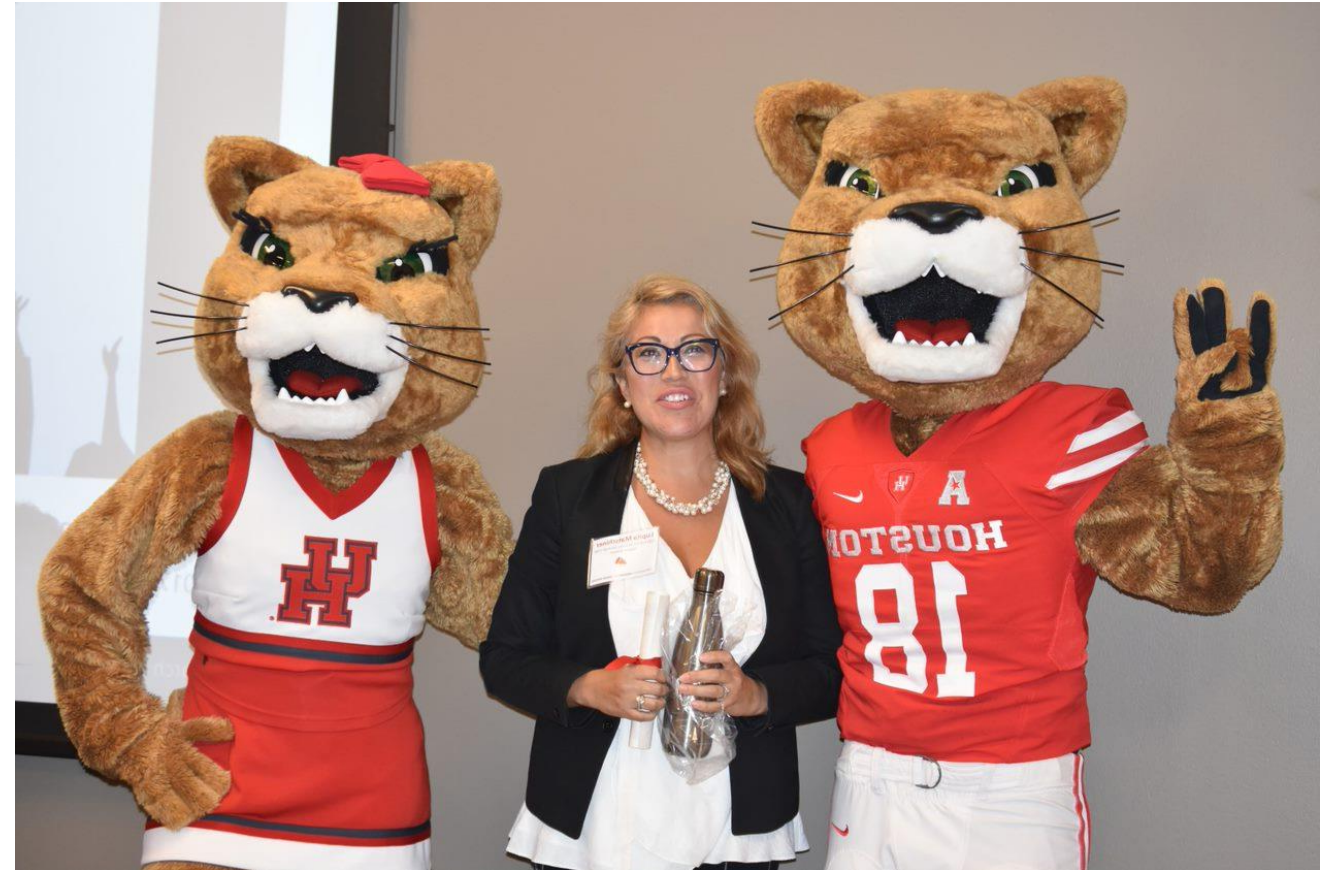



Collaborative Partnerships

- **DSAES:** Intentional Programming – Accessibility, Out for Work
- **UH Energy, Energy Coalition:** Energy Career Fair
- **CSI:** Scarlet Seals of Excellence, LeadUH CoogCareers
- **Faculty/Advising:** CLASS Career Course, CLASS Career Fair (SGA, Ambassadors) and Health and HDFS Career Fair, Grieving your major (CAPS / NSM)
- **Athletics:** Football Development Program
- **UH Graduate School:** Career and Graduate School Fairs
- **Exploratory Studies:** Instructors
- **CITE:** Internships for undocumented + civil engagement

Employer Outreach

- Attract and educate diverse employers
- UCS Employer Board
- Educate employers
- List of employers who support diversity
- **Employer U** event over 70 reps attended!

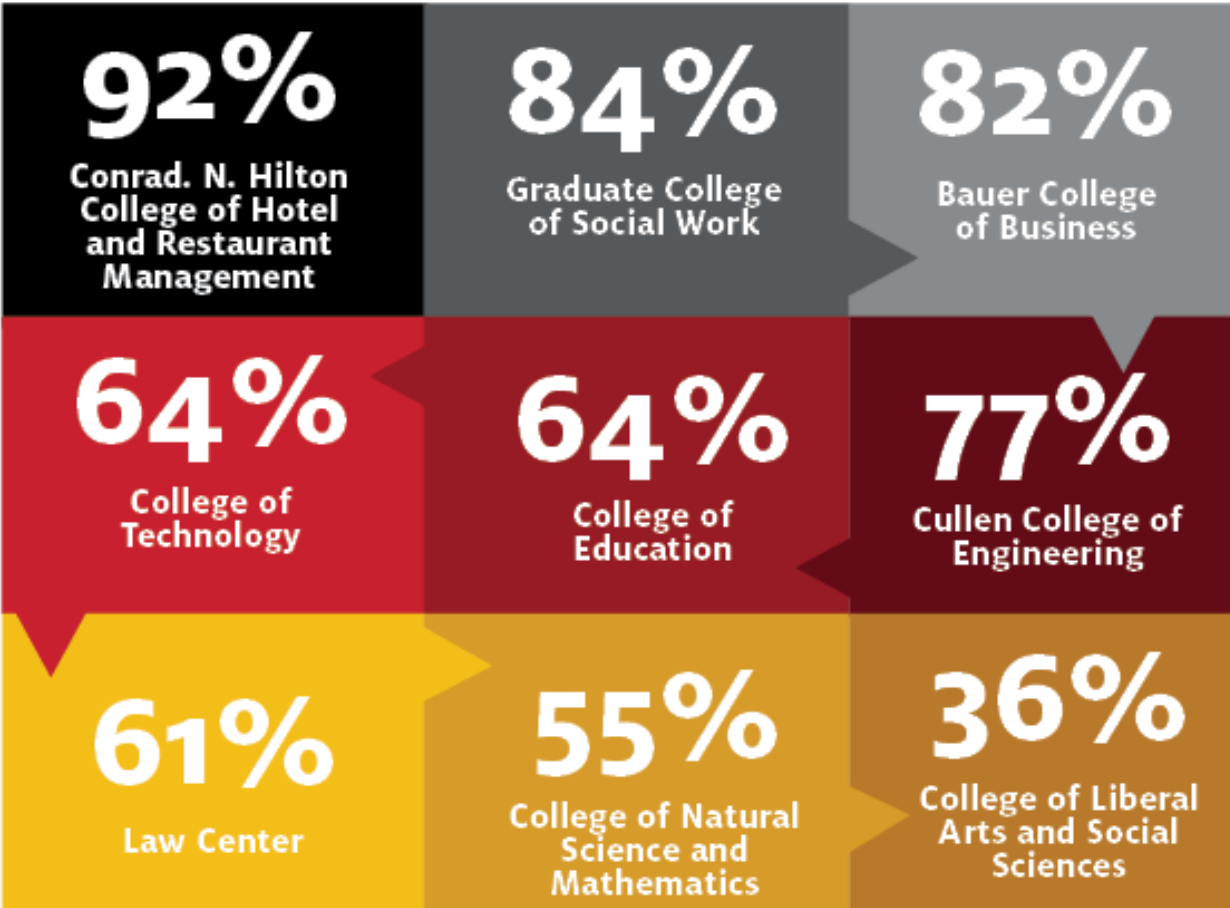




HIP Framework + Data Driven to Close Gaps

EMPLOYED AT GRADUATION

PERCENTAGE OF STUDENTS EMPLOYED AT GRADUATION



57%

National Average reported by NACE

**Student self-reported data; Information is subject to change due to collection timelines of 3 months and 6 months post-graduation, per NACE best practices.*

Response SFAC FY19

Additional Effectiveness and Response Rate Data

- CLASS- 69% response rate
- NSM- 10% response rate
- Education- 25% response rate
- ARCH- 100% response rate

Employment Outcomes & Update from 2018

- Employment Outcomes for NSM, CLASS, ARCH
- Consistent format
- New initiative with CITE and College based Career centers

Challenges

- **Growth Pains:** staff has not grown
- **Tailored Career Development Education:**
Gen Z, non-traditional and second career students
- **Increase engagement** of freshmen & sophomores
- **Support for** international students and undocumented students
- **Logistics & human resources** for employment data collection
- **No campus wide career development:** Our time is spent on the basics (resume) and more strategic career support is needed



**Train students to
articulate marketable
skills to obtain favorable
internships and jobs**

What's next...

- **Serving UH Katy**
- Create **2nd career closet space** to accommodate additional suits
- Opportunities for **women in STEM** (BP)
- Communication, Cougar 100, Veteran and Military **Career Fairs**
- **Research study** LGBTQ students transition to work (DOW, UCS, LGBTQ)
- Increase **TACHE** UH membership and engagement
- Along with campus partners hosting **HACU Forum** (HSI)
- **Board of Visitors Student Success Task Force** - increase internship opportunities



**Using Technology to
support student success**

VMock

- **1478** active users
- **11,729** resume uploads

Top Colleges using VMock

- **1,094:** Technology
- **797:** CLASS
- **601:** ENG
- **503:** HRM
- **478:** NSM



"I would not have been able to secure that opportunity at NASA if it was not for UCS. One of the ways UCS prepared me for success was by using their online resume feedback application, VMock. To be successful, you need to put yourself in the best position to succeed. UCS can put you in that position."

Symplificity – Cougar Pathway

Open to all majors @ alumni subscribers



STUDENTS

- **22,105** unique student log ins
- **14,569** unique resume uploads

EMPLOYERS

- **14,569** unique contacts
- **1,553** new employers in FY18

“I enjoyed Cougar pathway because it was very simple to use, and demonstrated a wide variety of jobs, positions, and information available.”

Budget Augmentation REQUEST FY21

<i>Need</i>	<i>Cost</i>
Cougar Pathway (career management platform)	\$ 26,500 (includes 6% admin charge)
VMOCK* (resume critique assistance platform)	\$ 13,250 (includes 6% admin charge)
TOTAL	\$39,750
* Preliminary Commitment from HRM \$1500 and COT \$2000) =\$3500	

One Time REQUEST

FY20

<i>Need</i>	<i>Cost</i>
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UCS BUDGET FY19-20

Approved Funding Sources FY19 (2019-2020)

THANK YOU! – note: returned over \$81K from one position

Student Services Fees	\$ 1,117, 673
One-time Request	\$ 39,750
Federal Grant	\$ 75,000
Generated Income	\$ 90,000
Employer Gifts	\$ 5,000
TOTAL	\$ 1,324,773

UCS BUDGET FY20-21

Funding Request FY20	
Student Services Fees	\$ 1, 132,371
Federal Grant	\$ 75,000
Generated Income	\$ 90,000
Employer Gifts	\$ 5,000
OT time request (Cougar Pathway and VMOCK)	\$ 39,750
TOTAL	\$ 1,342,121
Cost per student is \$29.17 (based on 46K enrollment)	

THANK YOU!

Monica Thompson, Executive Director