

Overall Utilization 2014 to Present

<p>Overall Service Utilization: (includes all one-on-one, drop-in counseling appointments/virtual chats, alumni and college-based outreach)</p>	<p>Fall Term <i>(8/16/21-12/31/21)</i> 5,002 total students/alumni (not unique)</p>	<p>FY21 <i>(9/1/20-8/31/21)</i> 11,623 total students/alumni (not unique)</p>	<p>FY20 <i>(9/1/19-8/31/20)</i> 14,464 total students/alumni (not unique) <i>(52% increase in the number of freshmen served in comparison to FY 19 with consistent engagement compared to FY's 17 & 18)</i></p>	<p>FY19 <i>(9/1/18-8/31/19)</i> 21,050 total students/alumni (not unique) <i>(50% increase in the number of seniors served in comparison to FY 18)</i></p>	<p>FY18 <i>(9/1/17-8/31/18)</i> 14,868 total students/alumni (not unique)</p>	<p>FY17 21,561 total students <i>*74% increase in students/alumni served in comparison to FY 16</i></p>	<p>FY 2016 15,896 students in total <i>*38% increase in students served in comparison to FY 2015</i></p>	<p>FY2015 5964 students in total</p>	<p>FY2014 4250 students in total</p>
<p>Numbers of students served by Classification: <i>*Does not include all students served through college-based programs, outreach, virtual chats, non-degree and students without a classification in Cougar Pathway</i></p>	<p>Freshmen: 196 Sophomores: 241 Juniors: 486 Seniors: 1,232 Post-Bac: 56 Graduate Students: 910 <i>(294: Alumni – See alumni utilization report attached)</i></p>	<p>Freshmen: 182 <i>(35% decrease in the number of freshmen served in comparison to FY20)</i> Sophomores: 624 Juniors: 1,172 Seniors: 2,784 <i>(slight increase in the number of seniors served in comparison to FY20; with a consistent uptick going back to FY17)</i> Post-Bac: 137 Graduate Students: 1,892 <i>(47% increase in the number of graduate students served in comparison to FY 20 with an overall increase in engagement going back to FY17)</i> <i>(2,937: Alumni – See alumni utilization report attached)</i></p>	<p>Freshmen: 524 <i>(52% increase in the number of freshmen served in comparison to FY 19 with consistent engagement compared to FY's 17 & 18)</i> Sophomores: 854 Juniors: 1209 Seniors: 2563 Post-Bac: 134 Graduate Students: 891 <i>(474: Alumni – See alumni utilization report attached)</i></p>	<p>Freshmen: 272 Sophomores: 888 Juniors: 1005 Seniors: 3226 <i>(50% increase in the number of seniors served in comparison to FY 18)</i> Post-Bac: 165 Graduate Students: 1318 <i>(427: Alumni – See alumni utilization report attached)</i></p>	<p>Freshmen: 594 Sophomores: 854 Juniors: 1423 Seniors: 1615 Post-Bac: 129 Graduate Students: 946</p>	<p>Freshmen: 627 <i>(64% increase in the number of freshmen served in comparison to FY16)</i> Sophomores: 978 Juniors: 1733 Seniors: 1921 Post-Bac: 194 Graduate Students: 1460 <i>(79% increase in the number of graduate students served in comparison to FY16)</i> Non-degree: 30</p>	<p>Freshmen: 399 Sophomores: 1647 <i>*49% increase in the number of sophomores we served in comparison to FY 2015</i> Juniors: 1158 Seniors: 1450 Post Bac: 200 Graduate Students: 1154 <i>*10% increase in the number of sophomores we served in comparison to FY 2015</i></p>	<p>Freshmen: 478 Sophomores: 808 Juniors: 1302 Seniors: 1681</p>	<p>Data not available by classification</p>
<p>Number of Students Served by Ethnicity: <i>*(Number includes data collected from UCS workshops, one-on-one appointments, and drop-ins). UCS began reporting ethnicity during FY21.</i></p>	<p>Asian American: 815 African American: 381 Caucasian American: 420 Hispanic American/Latinx: 777 International: 436 Multi-racial: 112 Native American: 1 Unknown: 35</p>	<p>Asian American: 2,117 African American: 1,111 Caucasian American: 1,272 Hispanic American/Latinx: 2,434 International: 1,879 Multi-racial: 330 Native American: 9 Unknown: 144</p>					<p>Exploratory Studies: 83 Liberal Arts & Social Sciences: 1754 Education: 299 Natural Sciences & Math: 894 Engineering: 933 Technology: 934 Business: 336 Hotel & Restaurant Management: 146 Architecture & Design: 75 Law: 6 Social Work: 13 Pharmacy: 45 Nursing: 10 Optometry: 3 Language Cultural Center: 55</p>		

Employer Development and Relations Utilization Report

September 1, 2021 – August 31, 2022

Cougar Pathway

TOTAL new employer count in Cougar Pathway	
Year	Number of new employer accounts
FY 18	1,833
FY 19	1,553
FY 20	903
FY 21	1,164
FY 22 (Sept 1-Dec 31)	613

MONTHLY new employer count in Cougar Pathway			
Month	# of new employer accounts	Month	# of new employer accounts
September 2021	159	March	
October	222	April	
November	109	May	
December	121	June	
January 2022		July	
February		August	

TOTAL job postings in Cougar Pathway	
Year	Number of unique job postings
FY 18	10,935
FY 19	9,828
FY 20	5,097
FY 21	5,268
FY 22 (Sept 1 – Dec 31)	2,398

Monthly job postings in Cougar Pathway			
Month	# of new job postings	Month	# of new job postings
September 2021	808	March	
October	600	April	
November	466	May	
December	524	June	
January 2022		July	
February		August	

TOTAL student applications in Cougar Pathway		
Year	Number of unique students	Total student applications
FY 20 - Sept 1, 2019 - Aug 31, 2020	5,024	27,732
FY 21 - Sep 1, 2020 – Aug 31, 2021	4,998	44,045
FY 22 – Sept 1- Dec 31	2,350	14,856

Job postings from AY 19, AY 20 & AY 20												
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
2018-2019	762	1094	694	467	873	855	697	757	725	609	1022	1273
2019-2020	607	600	465	529	641	547	344	186	219	178	219	562
2020-2021	495	286	293	219	322	372	548	466	414	365	522	1017
2021-2022	808	600	466	524								

Recruiting Events

FY 21 Career Fairs			
Date	Name of Career Fair	# of attendees	# of employers
Summer 2021	Campus Jobs for Coogs (August 2021)	874	66
Fall 2021	Energy Career Fair (Cougar Pathway)	276	22
Fall 2021	All Majors (Cougar Pathway) - VIRTUAL	358	73
Fall 2021	All Majors (Student Center) – IN-PERSON	245	55
Fall 2021	UH at Sugar Land (Brazos Hall) – IN-PERSON	80	12
Fall 2021	Health and HDFS Career and Internship Fair (Zoom)	67	20
Fall 2021	Seasonal / Part Time (Student Center) – IN-PERSON	160	50
	<i>Subtotal # Fall 2021</i>	<i>2,060</i>	<i>298</i>
Spring 2022	Alumni Corporate Connections	134	33
Spring 2022	STEM Career Fair		
Spring 2022	CLASS Career Fair		
Spring 2022	Communications Career Mixer		
	<i>Subtotal # Spring 2022</i>		
	Total		

Total Career Fair attendees and employers		
Year	# of student / alumni attendees	# of employer registrations
FY 18	3,541	399
FY 19	3,276	302
FY 20	2,068	250
FY 21	2,325	306
FY 22 (Sep – Dec)	2,060	298

Total Virtual Meet & Greets (Info Sessions)				
# of Info Sessions – FY 18	# of Info Sessions – FY 19	# of Info Sessions – FY 20	# of Info Sessions – FY 21	# of Info Session – FY 22
20	28	540 students attended 33 sessions	1117 students attended 32 sessions	Sept 1 – Dec 31: 27 VMGs 863 students attended

Companies who hosted VMGs:

Tesla (300), Lonza (73), EA (56), Cheniere (55), American Airlines (52), Goldman Sachs (31), Google (31), NSA (28), FBI (28), TCS (27), ABB (26), Bank of America (22), Oracle (20) and National Geospatial (20).

*****VMG Survey results (Sept 1-Dec 31)**

- **Fall 2021 responses** = 118 respondents = 103 (87%) intend to apply, 5 (4%) do not intend to apply, 11 (9%) are unsure if they will apply
- **Fall 2021 feedback** = “Do more! These are very helpful!!” / “I am grateful that UH had this event from EA. As a student that is graduating this semester and hopes to pursue a career in the video game industry, it was a wonderful opportunity for people like me. Thank you.” / “Thank you for taking the time for arranging this job opportunity meeting. Even if I do not end up applying / getting accepted, I have learned a ton of useful information about the hiring process in the recruiters point of view so I may know how to be prepared when I'm ready to send in my resume and be interviewed.” / “The diversity of employers that you all are bringing to the University of Houston is just incredible! Thank you University Career Services!” / “Yes , thank you so much for providing the time to put these virtual meetings together ... gives students a lot of hope for a bright future”

On-Campus Interviews

	# of OCR companies	# of student interviews
Sept 1 – Dec 31, 2021	9	49
<i>OCR Type:</i>		
	<i>Non-Room Reservation Only</i>	4
	<i>Preselect / Preselect to Alternate</i>	5 (virtual only)
KIPP, HP, ABB, Rosen, Capco, CIA, Applied Materials, Ovintiv, ExxonMobil		

Student Employment

TOTAL College Work Study job postings

Year	# of CWS job postings	# of student applications for CWS
FY 20	351	4,691
FY 21	562 (240 / 271 – CD #)	3,427 (unique: 820)
FY 22	120	463 (25 (unique))

TOTAL College Work Study students

Year	# of students who accepted CWS positions
FY 18	409
FY 19	576
FY 20	323
FY 21	567
FY 22	197

TOTAL NON-College Work Study job posting

Year	# of NON- CWS job postings	# of student applications for NON- CWS
FY 20	126	10,131
FY 21	280	19,901 (unique: 5,338)
FY 22	69	7,564 (1,553 unique)

Miscellaneous

JC Penney Suit Up Event	
Year	Number of applicants
FY 21	August 2020: 451 coupons were requested (1161 RSVPs) January 2021: 394 coupons were requested (1075 RSVPs)
FY 22	August 2021: 113 attendees / 451 coupons used (1286 RSVPs)

Narrative

SEMESTER	EVENT	LOCATION	NUMBER OF ATTENDEES (Main Campus)	NUMBER OF EMPLOYERS
Fall 2015	Campus Jobs for Coogs	Student Center	No Data	
Fall 2015	Career and Internship Fair	Hilton Hotel	511	
Fall 2015	Graduating Senior and Alumni Event	Student Center	100	32
Spring 2016	Career and Internship Fair	Student Center	883	86
Spring 2016	STEM Career Fair	Alumni Pavilion	375	26
Spring 2016	Non Profit and Governmental Career Fair	Student Center	184	42
Spring 2016	Military Event			15
Spring 2016	Graduating Senior and Alumni Event	Student Center	156	32
Fall 2016	Campus Jobs for Coogs	Student Center	955	42
Fall 2016	Energy Career Fair	Hilton Hotel	337	14
Fall 2016	Career and Internship Fair	Student Center	584	99
Fall 2016	Health and Community Services Career Fair	Farish Hall, KIVA Room	240	66
Spring 2017	Career and Internship Fair	Student Center	548	85
Spring 2017	STEM Career Fair	Student Center	390	39
Spring 2017	Non Profit and Governmental Career Fair	Student Center	107	30
Fall 2017	Campus Jobs for Coogs	Student Center	489	60
Fall 2017	Energy Career Fair	Hilton Hotel	924	31
Fall 2017	Career and Internship Career Fair	Student Center	658	88
Fall 2017	HDFS	Farish Hall	198	31
Spring 2018	CLASS/All Majors Career Fair	Student Center	426	97
Spring 2018	STEM Career Fair	Student Center	492	39
Summer 2018	Virtual Recruitment Event	Virtual	48	15
Fall 2018	Campus Jobs for Coogs	Student Center	704	56
Fall 2018	Energy Career Fair	Student Center	900	40
Fall 2018	CLASS Career Fair	Student Center	406	70
Fall 2018	HDFS	Farish	159	30
Spring 2019	STEM Career Fair	Student Center	672	57
Spring 2019	CLASS Career Fair	Student Center	430	46
Fall 2019	CJC	Student Center	659	59
Fall 2019	Energy Career Fair	Hilton	501	25
Fall 2019	All Majors	Student Center	529	80
Fall 2019	Health and HDFS Career and Internship Fair	Farish	218	33
Fall 2019	SugarLand Career Fair	Sugar Land	155	26
Spring 2020	STEM Career Fair	Student Center	449	49
Summer 2020	Virtual Recruitment Event (VRE)	Virtual - ms teams	144	27
Summer 2020	Virtual Communication Career Mixer (VCCM)	Virtual - ms teams	72	10
Fall 2020	CJC	Virtual - ms teams		
Fall 2020	Energy Career Fair	Virtual - CP	320	20
Fall 2020	All Majors	Virtual - CP	310	46
Fall 2020	HDFS	Virtual - zoom	140	21
Spring 2021	Alumni Corporate Connections	Virtual - CP	131	25
Spring 2021	STEM	Virtual - CP	300	41
Spring 2021	CLASS Career Fair	Virtual - CP	123	
Spring 2021	Communications Mixer	Virtual - CP	37	
Fall 2021	CJC	Virtual - Zoom	874	66
Fall 2021	Energy Career Fair	Virtual - CP	276	22
Fall 2021	All Majors - virtual	Virtual - CP	358	73
Fall 2021	All Majors - in person	Student Center	245	55
Fall 2021	Sugar Land	Sugar Land	80	12
Fall 2021	HDFS	Virtual - Zoom	67	20
Fall 2021	Seasonal / Part-time Job Fair	Student Center	160	50
Spring 2022	Alumni Corporate Connections	Alumni Center	134	33
Spring 2022	STEM Career Fair			
Spring 2022	CLASS Career Fair			