

MEMORANDUM

TO: Chair, Student Fee Advisory Committee (SFAC)

FROM: David B. Small 
Director
University Career Services

DATE: October 25, 2013

RE: FY2014 One-Time Allocation Request – Alumni Career Counselor

The University of Houston, since its inception in 1927, has graduated more than 250,000 alumni, with an estimated 79 percent residing in the Greater Houston Area and over 88 percent in the state of Texas. University Career Services has had a designated alumni career services counselor since 1988. Currently, over 2900 UH alumni are registered with UCS for job posting and career counseling services. Two recent events, however, have focused renewed attention on the importance of alumni career services in the strategic positioning of the University of Houston. One, in a recent survey of UH alumni, career services was identified as the number one priority as to what alumni want from their alma mater. Second, the UH Alumni Association has evolved from an independent incorporated entity to a fully functioning department within the structure of the University. Thus, a vital need for additional services has been demonstrated and the capacity for UCS and UHAA to collaborate in delivering those services has been elevated.

Coordinated efforts between UCS and UHAA commenced at an accelerated pace in spring, 2013, several months in advance of the designation of UHAA as a campus department. Career fairs for alumni, which had been held at a rate of one per year, were expanded to a minimum of five per year, three of which have been successfully conducted. Following the appointment of a new Assistant Director for Alumni Career Services staff member in May, 2013, alumni revenue for paid registrations increased 85 percent (for Plan 2 services) and 97 percent (for Plan 3 services) between May and August alone.

In the context of student fees, it is important to emphasize that, with the exception of a brief consultation with a career counselor, attendance at workshops, and the use of the UCS Resource Library, all UCS services for UH alumni are fee-based. Fee-based services include access to job postings, campus recruitment, vocational assessments, and career counseling. Alumni career services generate more than \$17,000 per year in alumni fees. In addition, in order for UCS to meet the service requirements for students, the Assistant Director for Alumni Career Services is assigned up to 50 percent of his/her staff time serving students, including special attention to graduating seniors, i.e., soon-to-be UH alumni.

Thus, the addition of a career counselor for alumni career services will help to ensure that the needs of enrolled students are more adequately met, that graduating seniors will have a smoother transition from college to career, and that satisfied and successful UH alumni will be better positioned and inclined to support their alma mater.

This proposal calls for one-time FY2014 funding in the amount of \$13,114 to be matched by UCS generated monies for a total of \$26,228 to cover salary and benefits for an Alumni Career Counselor 1 position for the period March 1 through August 31, 2014. The UH Administrative Fee of six percent is factored into the above calculations.

No base funding is requested for FY2015 associated with this position. Rather, UCS will demonstrate the benefits and value of the position to SFAC in October, 2014 for the possibility of continued one-time funding through FY15 and, then, possible base funding for FY16. The midpoint monthly salary for Career Counselor 1, Pay Grade 107, is \$3222 plus 28 percent for benefits: $\$4124 \times 12 \text{ months} = \$49,488$.

This proposal, if approved, will help to ensure that the career development needs of three key constituent groups for UH are more effectively met: UH students in general with increased access to career counselors and stronger connections to UH alumni for mentoring and job opportunities; UH graduating seniors with new opportunities through alumni career fairs and special workshops for navigating college-to-career issues; and UH alumni who will have the necessary resources for more successful job searches and career changes.

University Career Services appreciates SFAC's consideration and urges the approval of this funding request.

dbs/sfac/ccal/1013