

UNIVERSITY of HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

SFAC Questionnaire Response

Monica Thompson, Executive Director

October 2017



CAREER FAIRS



NETWORKING EVENTS



INFO SESSIONS



STEM CAREER WEEK



TEXAS JOB FAIR



ETIQUETTE DINNER



RESUME REVIEWS



WORKSHOPS



MOCK INTERVIEWS



WWW.UH.EDU/UCS



713-743-5100



UCS@UH.EDU

I. 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.
- **University Career Services Mission Statement.** University Career Services provides quality of services to our constituencies through leadership and quality 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 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:

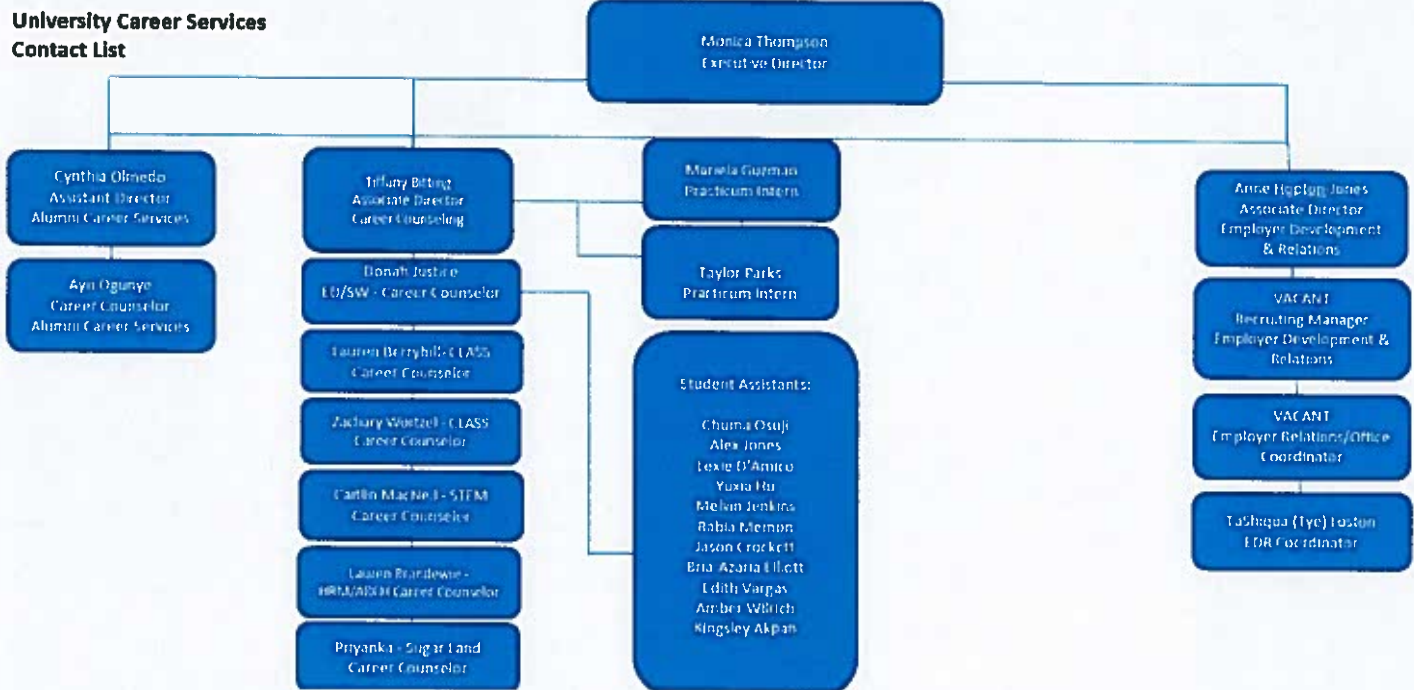
- **Explore** different majors and careers using assessments and research; early major identification is essential for students to begin taking classes toward their major, and will allow for a greater understanding of career fields and have more career options as the student progresses with their college 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. 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. 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.

2. UPDATE: University Career Services Organization Chart



3. List your unit's strategic initiatives and action steps identified for the 2016-2017 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/strategic_plan.html)

UH Goals: (<http://www.uh.edu/president/vision-priorities/>)

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

I. Major Accomplishments Action Steps

- A. **CLASS Career Course now offered for credit (DSAES#1).** Successfully delivered career development curriculum (pilot career course) for CLASS students including recruiting protocol and ethics training. Submitted required paperwork for course to be for credit. With over 10,000 students in CLASS,

this course will have significant impact on CLASS students and their career development.

- B. **Staffing (DSAES #2).** Hired a new leader for the Employer Development and Relations team to expand the strategic outreach and recruitment of new employers and increase number of jobs posted.
- C. **Develop and launched new UCS career closet for all majors to use(DSAES #2).** 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 pant suits or skirt suits and are available in multiple sizes. Students are able to select an appropriate size based on the available suits
- D. Improve employer development and relations through active engagement; build strong partnerships with employers, UH alumni and Houston community. (DSAES 3b)

Action Steps

- i. Executed a strategic action plan for the Employer Development and Relations team including new and additional career fairs, on-campus interview options, attending networking mixers, and chamber of commerce, and Texas Alliance of Energy Producers events. Resulting in 25% increase in the number of employers recruiting through UCS.
- ii. Extensive outreach efforts including over 100 phone calls weekly, employer visits, specific industry database searches, LinkedIn and Alumni advanced searches were made by the Executive Director and EDR team to invite employers to recruit UH students, and attend existing and new career fairs.
- iii. Targeted messages and branded marketing flyers were created to engage employers and connect these employers with UH students through UCS's signature Professional Discovery events. This signature week occurs the 3rd week of each semester. This week includes Employer Office hours/Reverse information sessions, Employer Mock Interviews, Resume Critiques, Dress for Success, LinkedIn and Personal Branding, and Salary Negotiations.

- iv. Through SFAC funding, UCS offered five additional niche career fairs and networking mixers. Niche career fairs include Cougar Corporate Partner Mixer, Graduating Networking Events, Cougar 100, STEM, Energy, Veteran, Digital Media Showcase, and Non-Profit and Governmental Career Fairs.
- i. Met with and consulted various employers to help develop their recruiting strategy based on their recruiting goals, and the academic programs offered at UH.
 - 1. As a result of the new partnerships and employer outreach efforts:
 - a. We have over **1200 new employers** are in Cougar Pathway from last year. **20% increased.**
 - b. Over **440 employers attending the various career fairs** hosted by UCS. **25% increase.**
 - c. Over **15, 900 job postings** were posted in Cougar Pathway. **34% increase.**
- v. Organized student trip for a company/site visit to Live Nation, and Aliant Group with Bauer (Rockwell) Career Center. (DSAES #1,2,4,5,&6)
- E. Built stronger UCS presence on campus through marketing/social media and increased collaboration and strong partnerships among UH departments. (DSAES# 5c, 6c)
 - i. **74% increase of overall service utilization** is attributed to increased collaboration, active engagement, and strong partnerships with employers.
 - ii. **64% increase in the number of freshmen** served. One of UCS's goals continues to see more students prior to their junior to provide career development resources to seek internships.
 - iii. **79% increase in the number of graduate students** UCS served from last year.
 - iv. Developed and executed a comprehensive social media plan, including establishing UCS social media brand- CoogCareers through

various social media platforms. Through social media, we have promoted our events, services, and jobs posted on Cougar Pathway.

- v. UCS host monthly Professional Development series for career counselors, academic advisors, and the campus career consortium members. Campus Career Services Consortium members include Rockwell Career Center (Bauer), Engineering, Technology, HRM, GCSW, and Law Career Services Centers
- vi. Coordinated with Admissions and Enrollment Services to meet all new, transfer and graduate students that attend the new student orientation presentations
- vii. Hosted faculty open houses and departments meetings, to share industry information, hiring trends, salary stats and make them aware of the services we offer to students including major and vocational assessments and a career checklist that they can provide to students in their class.
- viii. All staff members participated in-service learning and external professional development, including regional and national conferences.
- ix. UCS solicited and secured employer sponsorship funds to offer career closet (suit rental for students), campus wide etiquette and networking dinners. UCS continues to explore ways to improve the overall department budget to expand career educational programs for students.

II. Accomplishments

Action Steps

- A. Successfully hosted first JC Penney's Suit UP event for entire UH community. Over 800 attendee participated in the event. (DSAES #1 &2)
- B. Participated in **community service events with employers and students** such as Rebuilding Together Houston. Coordinated with employers, UCS staff and 40 student volunteers to help elderly home owners with home improvement projects(DSAES #1,2,4,5,&6)
- C. Participated in **Third Ward Project-Project Row House** and Young Mothers Employment Program. Helped mothers with career development and job

search strategies including resume writing, creating Linked In profiles, and mock interviews (DSAES #1,2,4,5,&6).

D. Improvements to operations (DSAES #1,2,4,5,&6)

- i. Re-organize the staffing infrastructure to better support all full-time, practicum and student employees; created opportunities for staff involvement. Significant changes included:
- ii. Recruit and hired for a newly created position - Associate Director of EDR. Current EDR team will report to new Associate Director of EDR.

E. All staff participate or led one of the following committees: Assessment, Marketing, Technology and Social Media. (DSAES #5)

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 2016-2017 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 surveys; student surveys following all sessions; follow-up surveys (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 make job opportunities, 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 2) 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 (FY2018) 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.

Changes impacted include changes in budget, organization and technology use:

Changes in Budget:

Although UCS received one-time FY2017 and FY2018 requests for additional career programs and fairs, UCS was slightly impacted due to the sensitivity of a tight budget year; DSAES departments were asked to consider only one-time requests. Therefore, University Career Services did not ask for base augmentation for FY2018 and beyond. Not having the base augmentation significantly impacted funds needed to cover Maintenance and Operation expenditures.

Subsequently, UCS realized a salary savings from a staff member retiring during the first quarter of FY2017. This left available SFAC funds to help cover maintenance and operations (M&O) expenditures and continue with career programs which were initiated in 2014 by the new executive director of UCS. The continuation of the career programs were afforded through UCS reserve funds, and previous approved SFAC funds since 2015. It should be noted in addition to the salary savings, UCS's self-generating income was also used to cover necessary operational costs during the last quarter of FY2017.

UCS strives to meet the career needs of all 45,000+ students and 140+ majors through outreach, appointments, class room presentations, college drop in hours and additional career programs. The additional career programs afforded through SFAC approved funds since 2015 include college specific prep weeks, career workbooks for CLASS career course, niche' career fairs such as Energy, STEM, Non-Profit and Governmental, Veteran, Health and HDFS, and Digital Media showcases and career programs at UH Sugar Land. Prior to 2014, UCS was not fully staffed; and the above career programs did not exist providing limited opportunities for students to interface with employers.

As stated earlier, UCS saw a **74% increase in student utilization** and an increase of **40% more students attended career fairs** to network with potential employers for internship and job opportunities. UCS has also achieved an **increased in student response rate for employment data** which depending on the college may range from 30-55% reporting. Prior to 2014, less than 5% of the students reported their employment data.

To address the anticipated budget needs to cover M&O expenditures and continue with career programs to help students become gainfully employed, UCS will request a conservative one-time request and base augmentation through the SFAC budget request process.

Changes in Organization

As recommended by the external review committee in 2014 and new executive director of UCS in 2015, a new associate director of Employer Development and Relations was hired to lead the strategic employer outreach under the UCS's new vision and leadership.

As a result of UCS's **employer outreach efforts in 2016, there was an increase of 34% of job postings and 20% increase in the number of registered employers on Cougar Pathway**, the career management system assessible to all UH students.

Based on the 2017 Greater Houston Partnership report, University Career Services anticipates continued growth with the number of intern and job opportunities and increased operational activities for the Employer Development and Relations team. Due to increase in these on campus recruiting activities and industry specific career fairs, the department will need to backfill the Recruiting Manager position of the retired staff member to oversee on campus recruiting activities. The Recruiting Manager will oversee all on campus interview logistics, information sessions, and special recruiting events and coordinate approximately 1000 campus interviews for all majors/colleges.

To address the anticipated budget needs to backfill this position, UCS will request a one-time request and base augmentation to include fringe and administrative costs during the SFAC budget request process.

Continued utilization of technology to serve students

UCS also will ask for base augmentation to cover the annual expenditures for **Symlicity and VMOCK contracts**.

Cougar Pathway powered by Symlicity allows for students to make appointments, apply to jobs (over 1500 jobs are posted daily), and register for career programs and fairs. Additionally, employers use Cougar Pathway to post jobs, and register for career fairs. Cougar Pathway is a robust career management system, and allows UCS to create reports and assessment data as well as send targeted messages to students. Since 2014, Cougar Pathway has been the main career management system used by all majors and students eligible for college work study. Currently, over 23,000 students are actively using Cougar Pathway. Reserve funds were used for a 3 year contract with Symlicity. The funding request is to include this expenditure in UCS's base budget as there are no reserve funds available.

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 partnered 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 5,000 students using VMOCK.

As noted in the budget, UCS has received \$60,000 for FY 2016 from the US Department of Education for the continued administration of the Job Location and Development (JLD) program. This Federal program allows college and university career centers to use a portion of an institution's Work-Study monies to develop off-campus job opportunities for students. The grant is used, in part, to support salaries and operating expenses for the Student Employment Coordinator.

Please note that UCS has not had a history of requesting M&O funding from Student Service fees. However, though UCS program and events has had a limited budget and remained status quo in its approach to serve students and employers, additional funds are needed to use technology to better serve the students and employers, increase UCS brand with marketing, promotions and outreach, and host career events such as niche' career fairs and networking events.

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.

6. If your unit concluded FY2017 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 \$105.00 to SFAC.

7. Please list your unit's 2018-2019 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. Improve technology to better meet the needs of the students and employers both physically and virtually (**Innovation, Transparency, Diversity**).
2. Build a stronger UCS presence on campus and virtually through increased collaboration and strong partnerships among UH departments (**Collaboration**).
3. Improve UCS's infrastructure, support staff professional development, and increase budget and programs offered (**Transparency, Accountability**).
4. Improve employer development and relations through active engagement; build strong partnerships with employers, UH alumni and Houston community (**Collaboration**).
5. Develop new and intentional career-related programs and events to engage students and employers (**Empowerment**).
6. Develop a career credit-course for CLASS students, and create a first year experience seminar (QEP) for all UH students (**Collaboration, Innovation**).

8. Recognizing that the potential to generate additional Student Service Fee income for FY2019 base funding is extremely limited and recognizing that it is likely that some units will not be allocated the FY2019 base budget augmentations and/or one-time funds requested. Please provide a narrative of how your unit would accommodate a reduction of 5% in your total approved FY2018 base Student Service Fee budget and provide a line-item explanation of where budgetary cuts would be made.

University Career Services would accommodate an initial reduction of 5% (\$45,731) 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.

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 is noted in Funding Sources section of the UCS budget.

STUDENT SERVICE FEE REQUEST FOR 2018-2019**FISCAL YEAR 2019**

Name of Unit: University Career Services

Dept#: H0215

	FY 2017 Approved Budget 2016-2017	FY 2017 Actuals 2016- 2017	FY 2018 Approved Budget 2017-2018	FY 2018 Projected Actuals for 2017-2018	FY 2019 Budget Request for 2018-2019
Funding Sources					
Student Service Fees- Base Budget	970,519	970,519	914,630	914,630	944,035
SSF Merit/Salary Increase		16,800		29,405	
Student Service Fees Base Augmentation Request					175,512
Student Service Fees One-Time Request	25,000	25,000	25,000	25,000	
Student Service Fees One-Time Additional Request		10,000		140,512	
SSF One Time Fund Equity Rollover					
CPWD from Prior Year (Open Commitments)		13,106		171	
Creation of Business Services Program		(72,689)			
Income From All Other Sources					
State Funding (Fund 1)					
Designated (Fund 2)					
Designated (Fund 2)/Sales&Services E&G	110,000	118,033	90,000	90,000	90,000
Sales & Services Income (Fund 3)		(0)			
Programs/Events Income (Fund 3)		-			
Facility Rental Income (Fund 3)		-			
Gifts/Donations (Fund 4)	7,000	7,025	7,000	7,000	7,000
Grants (Fund 5)	60,000	54,747	60,000	60,000	60,000
From Fund Balance		95,000			
Other Income (itemize below)					
Dedicated Fees-Base Budget-Student Center		-			
Dedicated Fees-Base Budget-SC Transformation		-			
Dedicated Fees-Base Budget Recreation Facility		-			
Subtotal of Income	1,172,519	1,237,541	1,096,630	1,266,718	1,276,547
Deductions from Income					
Student Fee Waivers-SC		-			
Student Fee Waivers-SC Transformation		-			
Student Fee Waivers-Recreation		-			
Bad Debt		-			
Subtotal of Deductions from Income	0	-	0	0	0
TOTAL INCOME	1,172,519	1,237,541	1,096,630	1,266,718	1,276,547
FY17 Fund 3049 Equity returned to Reserve	105				

The following changes impacted the UCS budget in FY2018:

Exhausting reserve funds, and not having enough budget to cover M&O expenditures previously covered by lapse salaries impacted the UCS budget. UCS continues to seek and receive funding from external sources with the objective of reducing its reliance on Student Service Fees. In FY17, UCS generated income was \$118,033 (from gifts, career fairs, and assessments) as noted on the budget spreadsheet.

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 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 six 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 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.