UNIVERSITY of HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

Student Fees Advisory Committee (SFAC) Program Questionnaire FY2021



Striving for excellence, a career focused campus, and accessible and equitable career opportunities for all majors and students.

Photo from: Energy Career Fair, Fall 2018- targeting six colleges, open to all.

1. 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)
- ➤ 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

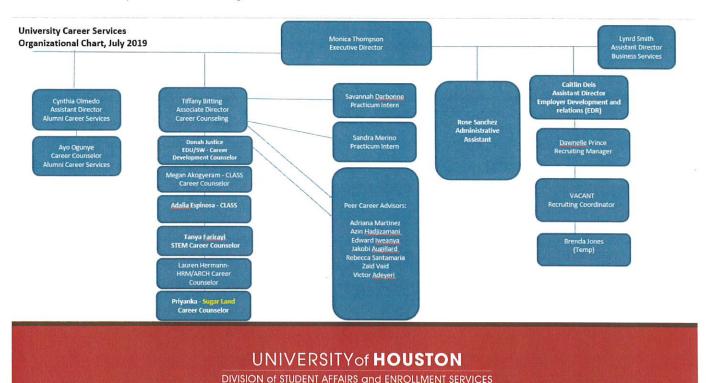
- major, and will allow for a greater understanding of career fields and have more career options as the student progresses with their college education.
- ➤ Engage with UCS career counselors through one-on-one counseling and skills workshops ranging from mock interviews, resume critiques, to job hunting.
- **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.

2. UPDATE: University Career Services Organization Chart



3. List your unit's strategic initiatives and action steps identified for the 2018-19 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/about.mission/)

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

- Strategic Initiatives and Action Steps (build awareness and career focused campus)
 Action Steps
 - A. **CLASS Career Course now offered for credit.** 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. UH Sugar Land Employer engagement

i. As of August 2019, comparison shows a 15% increase in new employer registrations on Cougar Pathway since September 1, 2018 (from 300 to 345). A first open house was organized at the UH at Sugar Land site for employers in the Fort Bend area. The open house was attended by 20 recruiters representing 15 organizations within the Fort Bend County. A second open house was attended by 12 recruiters representing 10 organizations within the area.

· ·	Registered Employers Aug 31, 2018	Registered Employers Aug 23, 2019*
Missouri City, TX	45	51
Fullshear, TX	0	0
Richmond, TX	42	51
Rosenberg, TX	14	19
Sugar Land, TX	199	224
Total	300	345
*Date report prepared		

C. **Continue to provide opportunities** for students to gain on-campus employment. We had an increase in college work study related postings within Cougar Pathway.

D. Assessment data for virtual chat:

i. 81% (43) were using career services for the first time

- ii. Reason for using virtual chat: 30% (16) were commuter students and 72% used it because it was convenient
- iii. 100% (53) will recommend the virtual chat service to another student
- E. **Staffing.** 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.
 - 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. In June 2019, UCS hosted Employer University. We have **50 unique employer attend and 78 representatives** attended. 25% increase from the previous year employer meeting.
 - b. Attendees said:
 - 1. "I just had no idea how much the UCS team offered for employers to connect with students at University of Houston!"
 - 2. "It was very well organized. This was a very informative session for me."
 - 3. "Very organized and well presented. Clear Information that was very easy to follow. And not overwhelming."
 - c. **UCS Employer Advisory Board** met in July 2019 to discuss plans for the upcoming school year. The board is engaged and plans to participate in many events in the upcoming school year.

- d. The EDR team **revised the employer recruiting policies** to be more aligned with NACE Best Practices and the recruiting needs of UH students
- e. We had **132 on-campus recruiting opportunities**. This is an increase from the previous year of 98 OCRs. Within that 132 there were 90 room only, 38 preselect and 4 preselect to alternate. Additionally, we hosted 81 SHRL summer conference staff interviews and 322 SHRL resident advisor interviews.
- f. We hosted 28 Meet & Greets in FY 18. This is an increase from the previous year. In Spring 2019, we changed the name of information sessions to Meet & Greets. New employers include: Digitas, Mothers Against Drunk Driving, US Bank. 4 Employers returned from the previous year (Anadarko, Labtopia, Castleton Commodities International and Exxon Mobil Government and Public Affairs).
- F. Built stronger UCS presence on campus through marketing/social media and increased collaboration and strong partnerships among UH departments.
 - i. 50% increase in the number of seniors served.
 - ii. 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.
 - 1. Marketing Highlights:
 - a. Connected with 4,929 parents and students over 54 resource fairs and presentations during summer freshmen orientation
 - Collected advice from employers during Summer 2019
 Employer U to share with students via social media for "Wisdom Wednesday" campaign

- c. Launched new UCS website June 2019, FY19 website utilization: 195,661 Pageviews, 151,066 Unique Pageviews, 6,667 Resource Downloads (pdfs)
- d. Increased followings on all accounts this year. Instagram +619 (also increased average likes per post by approx. 100), Twitter +180, Facebook +53
- iii. 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
- iv. Coordinated with Admissions and Enrollment Services to meet all new, transfer and graduate students that attend the new student orientation presentations
- v. 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.
 - 1. Developed CLASS Academic Advisor training outline to help with career questions to better serve CLASS students.
- vi. All staff members participated in-service learning and external professional development, including regional and national conferences.
- vii. 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

- A. Excellence in division collaborations resulted in the University of Houston receiving an ACUI award. (CSD, CDI, and UCS)
- B. Improvements to operations
 - 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 Assistant Director of EDR. Current EDR team will report to new Associate Director of EDR.
- **C.** All staff participate or led one of the following committees: Assessment, Marketing, Professional Development, Technology and Social Media.
- 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 and/or unique students 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. If available, please provide program benchmarking data from comparable institutions.

During the 2018-2019 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 quantitative and qualitative surveys; student surveys following all sessions including etiquette dinners, 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 (FY2020) 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:

Words of Appreciation

For the last three years SFAC has provided one-time requests to cover the Symplicity and VMOCK for the last three years. UCS is appreciative of the support to continue to serve students virtually through VMOCK (online resume critique platform) and Cougar Pathway, a Symplicity career management platform where students apply for jobs and register for career events. Cougar Pathway is a data driven and vital resource that serves over 15,000 employer contacts and allows employers to post jobs for free, create resume books, and register for career fairs. Given Symplicity is a critical resource, UCS will request a base augmentation for FY21. However, UCS understands this may not be feasible as there may not be enough funds to cover this base augmentation request.

UCS strives to meet the career needs of all 46,000+ 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, Virtual career counseling, Non-Profit and Governmental, Veteran, Health and HDFS, and Digital Media showcases (reverse career fair) and career and fair programs at UH Sugar Land.

Prior to 2014, UCS was not fully staffed; there was one intern and job career fair held annually and the above career programs did not exist. The reality is this provided limited opportunities for students to have access to select employers; especially students without college based career centers which their career events and Symplicity platform are closed to these majors. For instance, only business marketing majors can attend the Bauer career fair and still gain access to the UCS's All Majors career fair. An Advertising (Com School) or Digital Media major (COT) could not attend the Bauer career fair for similar marketing roles. UCS create additional career events and solicit employers to recruit at UH and post job opportunities on Cougar Pathway which is open to all majors. Thus, creating access and equitable opportunities for the wonderful Powerhouse of talent at UH; serving all majors and colleges. It's a huge feat but it is worth every effort when you hear and witness the incredible success stories of students

securing opportunities UCS created that would not have been possible without the great work of the UCS team, feedback, data and support of leadership, campus partners and SFAC funding recommendation support.

Continued utilization of technology to serve students

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

Cougar Pathway powered by Symplicity 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 Symplicity. 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 approximately \$81,000 to SFAC due to vacant positions which have now been filled.

- 7. Please list your unit's 2020-2021 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).
 - 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. Increase career credit-course for CLASS students, and help students articulate their marketable skills through career education such as prep weeks, exCITE talks, and industry panels. (**Collaboration, Innovation**).
- 8. Recognizing that the potential to generate additional Student Service Fee income for FY2021 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 5% in your total FY2021 base Student Service Fee budget request 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 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 credit or debit card, to rent the suit for 3 days. The \$10 covers the dry cleaning services for each suit. Scholarships for suit rental are available upon request. Learn more about UCS Career Closet.

Name of Unit: University Career Services					
Dept#: H0215					
	FY 2019	FY 2019	FY 2020	FY 2020	FY 2021
	Approved Budget	Actuals 2018-	Approved Budget	Projected Actuals	Budget Request
Funding Sources	2018-2019	2019	2019-2020	for 2019-2020	for 2020-2021
Student Service Fees- Base Budget	1,100,420	1,100,420	1,117,673	1,117,673	1,132,371
SSF Merit/Salary Increase		15,943		14,698	
Student Service Fees Base Augmentation Request					39,750
Student Service Fees One-Time Request	35,000	35,000	37,100	37,100	
Student Service Fees One-Time Additional Request	4.554				
SSF One Time Fund Equity Rollover					
CFWD from Prior Year (Open Commitments)		178			ASM SEEDING
Income From All Other Sources					
State Funding (Fund 1)					
Designated (Fund 2)					
Designated (Fund 2)/Sales&Services E&G	90,000	82,862	90,000	90,000	90,000
Sales & Services Income (Fund 3)					
Programs/Events Income (Fund 3)					
Facility Rental Income (Fund 3)					
Gifts/Donations (Fund 4)	5,000	7,082	5,000	5,000	5,000
Grants (Fund 5)	75,000	75,000	75,000	75,000	75,000
From Fund Balance					(A
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	1,305,420	1,316,485	1,324,773	1,339,471	1,342,121
Deductions from Income					
Student Fee Waivers-SC		7-			
Student Fee Waivers- SC Transformation					
Student Fee Waivers- Recreation					
Bad Debt		- 10 - 2 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 100 - 1			
Subtotal of Deductions from Income	0		0	0	
TOTAL INCOME	1,305,420	1,316,485	1,324,773	1,339,471	1,342,121

SFAC Only - FY2019 Recap

	FY 2019	FY 2019	FY 2019	FY 2019	FY 2019
	Base Budget	Final Budget	Actual Expenses + Commitments	Approved Equity Carryforward	Funds to be Returned to Reserve
Salary/Wage/Fringe	969,248	968,689	878,605		90,084
Maintenance&Operations/Travel	131,172	182,852	191,907		(9,055
Utilities	- 1		-		0
Fund Transfers for Maintenance					0
SFAC Totals	1,100,420	1,151,541	1,070,512	0	81,029

Funds to be Returned to Reserve 81,029

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 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, 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 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.

UNIVERSITY of HOUSTON

STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

Base Augmentation Request FY21

University Career Services (UCS) request for base augmentation related to the one time requests received over the last three years in **FY2017**, **FY2018** and **FY2019**. The requests below are related to student success:

University Career Services aims to support <u>on campus and off campus</u> students by providing in person and <u>virtual career services</u>, professional development opportunities and career programs to help students secure favorable internships and full time employment. University Career Services collaborates and share resources with UH departments and academic areas to host such programs.

Virtual career services include: Cougar Pathway and VMOCK

1. Cougar Pathway powered by Symplicity 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 25,000 students are actively using Cougar Pathway. Reserve funds were used for a 3 year contract with Symplicity. The funding request is to include this expenditure in UCS's base budget as there are no reserve funds available. Each career center at UH is independent and it is not feasible to share this cost among the 6 college centers.

a. Total annual cost is \$25,000.

2. VMOCK powered by Smart Resume Platform, another virtual resource is an online program which 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. There are over 10,350 students using VMOCK. Having this resume platform is vital to UCS's operation as it increases efficiency and provides immediate feedback to students which allows them to apply for jobs quicker.

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.

a. Cost

In effort to share cost and collaborate with the college based career centers, UCS reached out to the four undergraduate college careers and was able to get **preliminary verbal commitments** from the following colleges.

College of Technology Career Center (Dean Ambler) \$2,000.00
Hilton College and Career development Center \$1,500.00
Total commitments \$3,500.00

VMOCK total cost \$12,500.00

FY2021 Base Augmentation Requests.

UCS Base requests	Amount	Reason
Base FY21	\$13,250	VMOCK (includes 6% admin charge)
Base FY21	\$26,500	Symplicity (includes 6% admin charge)
Total	\$39,750	

As noted in the questionnaire:

For the last three years, SFAC has provided one-time requests to cover the Symplicity and VMOCK for the last three years. UCS is appreciative of the support to continue to serve students virtually through VMOCK and Cougar Pathway, a Symplicity career management platform.

Given Symplicity is a critical resource, UCS request a base augmentation for FY21. However, UCS understands this may not be feasible as there may not be enough funds to cover this base augmentation request.