Major Accomplishments/Retention Initiatives for 2006-2007

1. Enhanced the use of technology by migrating to the “Content Management System”, adding PC’s to Interview Rooms for employer use, using the JumboTron (large plasma display) to aid in marketing efforts and implementing “Cyber Spot” – laptops at job fairs.

2. Revamped the “satellite office” to an “on-site” office within each Academic Advising Center using our “mobile Career Services lab” – number of students reached increased by 26%. (1,068 to 1,358)

3. Employers participating in Campus Recruiting increased by 49% (113 – 168); students interviewed on-campus increased by 81% (879 – 1591).

4. Partnered with the Department of Engineering and Technology to implement the newest Job Fairs – two Construction Job Fairs. There was also an overall 3% increase in employer participation in job fairs. (687 to 705)

5. In-person Student Contacts were up by 6 % over last year.

6. Student assistance via phone and e-mail continues to rise, more than 65% in this past year.

7. 24-hour Resume Reviews increased 32%. Also, 10 faculty had their entire classes (400 students) participate in mock interviews.

8. Created staff liaisons with the College of Liberal Arts and the McCoy College of Business.

9. Created and coordinated a very successful Student Employee Appreciation Day and a Student Employee of the Year recognition event.

10. Streamlined the processing of PCRs with the implementation of an electronic log and an internal error identification system.

11. Presented 5 Professional Development workshops to supervisors on all aspects of student employment, including hiring, orientation, training and supervision.

12. Increased student participation in “Internships-A Way to Get Your Career in Gear” by 50%.

13. Developed an “Employer Guide to Internships” to assist employers and advised/assisted 13 campus departments to create new internship programs for academic credit.

14. Assisted in the creation of the Texas State Graduate College Fair.

Progress on 2004-2009 Administrative Support Plan (Strategic Plan)

Dept. Strategy: Add a Career Counselor (changed to “Career Advisor”)
Comments: Recommended for funding - Student Service Fee Account.

Dept. Strategy: Create and implement a comprehensive customer service representative training program for Career Services student employees.
Comments: The Orientation / training has been improved immensely, it continues to be a work in progress.

Dept. Strategy: Create and implement a comprehensive customer service representative training program for all student employees.
Comments: Revisions are being made to the pilot program started in Career Services.

Dept. Strategy: Collaborate with departments to streamline their internship programs
Comments: Strategy in progress. Will schedule meetings with internship faculty during summer of 2007 to discuss collaborative efforts. Liaison to the College of Liberal Arts will have an emphasis in this area.

Dept. Strategy: Create an on-line assessment of services
Comments: This effort has been delayed pending approvals of learning outcomes and technology issues. Will be implemented this year.

Dept. Strategy: Restructure storage space, copy/file room and interview rooms to allow more work space for projects and accommodate additional staff.
Comments: Office makeover designed to better utilize space will be implemented in FY2008.

Dept. Strategy: Develop and implement an orientation for new faculty, GTAs and Instructional Assistants.
Comments: Continues to be a “work in progress”.

Dept. Strategy: Expand the on-site Career Services program to academic colleges
Comments: This was accomplished by the implementation of our mobile Career Services lab, as well as the designation of liaisons for the College of Liberal Arts and the McCoy College of Business.

Dept. Strategy: Explore the option of virtual counseling services.
Comments: Both phone and email services continue to increase. Examining additional options such as blogs, chat rooms, IM, etc.

Dept. Strategy: Collaborate with the Graduate College to develop specific web sites and workshops for current graduate/professional students, as well as undergraduates with those aspirations
Comments: The handouts relating to graduate school remain popular, but the library’s graduate/professional school resources are in need of updating.

Dept. Strategy: Create a peer advisor program.
Comments: Currently finalizing a training program for the two peer advisors to be included in fall 2007.

Dept. Strategy: Collaborate with Academic Affairs and other Student Affairs departments to create a student portfolio system.
Comments: The status of this strategic goal is unknown. This needs to be re-visited to determine the need for a universal portfolio system.
Dept. Strategy: Work with each area of the office to complete the policies and procedures handbook.
Comments: Procedures for Deposits, PCR, and leave information are created. P-Card, Presentation Invoices, and reconciliation processes are being finalized. New revisions of SAP will require additional changes, as well.

Comments: Once approval process for learning outcomes is complete we will formulate assessments based on those outcomes.

Dept. Strategy: Collaborate with Alumni Affairs to create an on-line Alumni Contacts service. Comments: This strategy continues to be in the discussion stage.

Dept. Strategy: Update the on-line "What Can I do with this Major?" handouts and cross reference with new and existing academic programs.
Comments: GRA assigned to this project continues to search the internet for better formats for these handouts. Will add new links to some of these other universities’ related information.

Dept. Strategy: Design “virtual” workshops to be hosted on our web site.
Comments: More content has been developed (time entry, leading and training, catching stars) will be implemented in the new Content Management System (CMS).

Dept. Strategy: Collaborate with Academic Affairs and Admissions to create a CD and/or web presentation promoting our academic programs and students to employers.
Comments: No progress. This strategy has been dropped.

Dept. Strategy: Collaborate with major on-campus employers of students to create workshops, videos and other materials to be used in the training of student employees.
Comments: New content will be added as we transition to the CMS.

Dept. Strategy: Establish a campus-wide “Student Employee Appreciation Day” during National Student Employment Week in April.
Comments: Created a successful SEA Reception and Student Employee of the Year recognition. Will be annual events.

Dept. Strategy: Create virtual fairs, components to existing fairs and new events for graduate and doctoral candidates
Comments: Strides continue to be made in this area – held a Virtual Internship Fair and will use the virtual career fair concept for the Part-time Campus Job Fair in August 2007.

Assessments for 2006 – 2007

1. Outcome – Although the number of employers increased, Job EXPO’s student attendance was low. Improvement – For FY ’08, moving it to end of February and later in the day.

2. Outcome – Student attendance at spring job fairs decreased over the previous year. We can glean specific data for students for each college and department. Improvement – Schedule meetings with Deans and key department chairs to provide them with this information and brainstorm ideas to solve the problem.

3. Outcome – Both student and employer satisfaction surveys for Job Shadowing continue to be very positive. Improvement – The comments on the website are being updated.
from recent programs and the job shadowing brochure will include comments from students and employers on their experience with the program.)

4. **Outcome** – Lower number of students, especially business majors, participated in the winter break job shadowing program. Six of the eight employers who were not matched with students were seeking business majors. **Improvement** – Stronger efforts need to be made to publicize the job shadowing program to students in the McCoy College of Business and Liberal Arts through liaisons.

5. **Outcome** – 32% of the regular employer organizations declined to participate in the spring break job shadowing program due to staffing or spring break event issues. **Improvement** – With the onset of new experiential programs being developed specifically for the College of Liberal Arts students, the spring break job shadowing will be discontinued.

**Educational Outreach / Presentations by Department Staff to Institutions and Communities for 2006-2007**

- Student Support Services (series of presentations); numerous programs in collaboration with MSA
- Communications Studies - Communications Week (Career Networking, presentations, resume reviews, mock interviews)
- Classroom presentations across academic disciplines; University Seminar classes; Don’t Cancel that Class requests; Bobcat Days; MBTI workshops, Student Teachers, etc.
- Student organization presentations to 30+ organizations
- Leadership Exchange Workshops (JP – more info needed)
- College Awareness Tour presentations (Goodnight Elementary) (JP – more needed)
- Presentation to the San Marcos Manufacturing Association on developing an internship program
- Assisted in coordinating Student Affairs Graduate Research Assistants Day
- In all, our number of presentations increased by 31% (256 to 336) and the number of students attending increased by 34% (14,718 to 19,729)

**Any Diversity Initiatives for 2006-2007**

List type of activity, audience reached and place activity

1. African American Leadership Conference, Hispanic support groups, First Generation Student Organization; Leadership Exchange Workshop; Student Support Services (10 Trio students).
2. Collaborated with HBSA and Target to host a Networking Reception.
3. ODS (resumes, interviews, provide testing locations, Workforce Recruitment Program).
5. Caminos Project – SMHS – 80 middle school students; Latinas Unides – 20 students; Youth Service Bureau – 10 students.
6. Job Shadowing – 42.2% of participants were minority students.

**Major Objectives/Retention Initiatives for 2007-2008**

Marketing Initiatives:

1. Investigate ways to utilize the new Faculty database in Jobs4Cats to effectively reach faculty to promote OCR, Career Fairs, and other services.
2. Create the following: an online blog; an on line virtual tour of Career Services into the web site; an on line “Career Pod cast” for students to download or listen to (“Career Radio”); an independent social networking site for students to actively discuss career issues.
3. Create and implement a “Keys to Success” series of workshops (all staff)
4. Create a “Professional Image” brochure
5. Add a “Networking Reception” for the fall semester – collaborative effort with MCBA.
6. Collaborate with the Student Foundation Alumni Board to create a Career Advice/Networking event.

Retention Initiatives:
7. Research ways to engage Sophomores to better utilize Career Service resources.
8. Work closely with the 160 students entering Texas State under the Emerging Stars program.
9. Create and implement a career development component for the new University College General Studies program.
10. Continue to address the specific needs of present and potential graduate students.
11. Increase the number of “in house” workshops on a variety of topics.
12. Continue to add content to the website including virtual training programs and an employer guide.
13. Conduct a Professional Development program on “Developing On-Campus Internships.”
14. Collaborate with academic units on the career components of the PASS programs.

Major Trends/Obstacles for 2007 – 2008

Obstacles:
Our office continues to face the same obstacles as in the past:
1. Space – for staff (full-time and part-time), on-campus interviews, and general work space
2. Staff – continue to be understaffed to serve the needs of a growing student population, as well as the demands of academic administrators, faculty, employers, and parents. All benchmarking data indicate that we should have 5-7 additional FTE’s compared to institutions in our size range.
3. Master Data Center – continuing delays in the implementation of the MDC make it very challenging to plan and implement our activities.

Trends:
Some of the current and future trends are listed below:
1. Student Usage – students have a surfeit of online choices for obtaining career advice. Many choose other options before Career Services only to later discover the limitations of those services. Many students are also delaying their career decision-making until after graduation.
2. Faculty Interaction – many employers are now attempting to bypass Career Services offices and go directly to faculty members for recommendations on “the best” students. We developed the liaison partnership with the Deans in Liberal Arts and McCoy College of Business to better promote our programs to students and also to better educate their faculty on the legal issues surrounding their interaction with employers.
3. Measuring results – proper use of assessments and their results will enable us to examine how we are making a difference in student development and what areas of our services need improvement.
4. Technology – balancing high tech and high touch is a challenge for all Career Services offices. It almost has to be done on an individualized basis as each student brings a different level of tech competency and a unique personality to the process.
5. Increased Hiring – it appears that demographic shifts have created a sustainable period where the job market will be favorable for college graduates. This means steady employer participation in campus recruiting efforts. Enhanced video technology may offset the actual presence, but the pursuit and the use of Career Services facilities will likely remain high.
6. Internships / Co-ops – as employers increase their emphasis on internships, our students and faculty must be aware and informed. In addition, more of our students are seeking local internships due to gas prices and time constraints.
7. Millennials – aligning services to best meet their needs and to better manage their expectations.
8. Parents – created a separate web portal for parents to better inform those who want to be involved in the career development of their children – view the parent as an ally rather than an adversary.
9. RRHEC – There will continue to be a re-assessment of our role as the center continues to expand and more programs are offered.