Major Accomplishments/Retention Initiatives for 2009-2010

1. Assisted with the development of the university’s Quality Enhancement Plan (QEP) as part of the SACS accreditation process.

2. Expanded the very successful “Speed Interviewing Extravaganza” to both the Fall and Spring.

3. Utilized LinkedIn to promote services to employers, alumni and students with almost 750 members in our Texas State University Career Services group. Also, created “Ask Bizzy Lizzy” which proved to be a popular Facebook presence.

4. Collaborated with the Fashion Merchandising Department to create the first Fashion Merchandising Career Forum, which included students and faculty from universities throughout Texas.

5. With the help of 11 graduate-level interns in the Fall and 16 in the Spring, continued to post rising student service figures:
   a. Annual face-to-face student contacts (3,850) have risen nearly 8% (up for the ninth year in a row, an average increase of more than 15 percent a year over that time period)
   b. 48-Hour Resume Reviews were up to 2,768, which is a 391% increase from last year
   c. Client contacts by phone or e-mail were up to 15,792, a 286% increase over last year
   d. As a percentage of total enrollment, direct service contacts with students have risen from 4.5% in 2001 to 13.2%
   e. The “No-Show” rate is down below 10 percent for the second year in a row (8.4 percent)

6. Expanded Walk-in hours to four days a week, all year, which led to a 118% increase (914 students) in clients served through that service.

7. Created the inaugural Liberal Arts Week with customized programs such as Careers in Writing, Careers in Psychology, Apple, Inc. Presentation – “Why the Tech Industry Needs LA Students”, Law School Panel and Browse and the Speed Interviewing Extravaganza. There was also a Faculty/Employer “meet and greet” reception component added to Speed Interviewing. 335 Liberal Arts student attended week long programs.

8. Collaborated with Apple, Inc. to facilitate their “Apple Care At-Home Advisor Program” which resulted in 143 job offers to Texas State students. This number of hires exceeded those of the other four universities chosen by Apple for this staffing program. Also, collaborated with the LBJSC staff to facilitate Apple’s orientation and training program for these new hires.

9. Coordinated two hugely successful “Careers in Federal Government” programs with 533 students attending the fairs.

10. Over the years, a strong relationship has been established between the Walt Disney Company and Career Services. Because of this, a new joint venture was developed with the Disney Cruise Line Group. This resulted in 13 offers made for full-time positions.

11. The total number of presentations to campus student organizations, classes, workshops, orientations, etc. increased by 33% (398 to 530).

Progress on 2004-2012 Administrative Support Plan (Strategic Plan)

**Dept. Strategy:** Place a comprehensive list of Career Information Center resources on the website and create a search engine for convenient research.

**FY 2005**
- **Comments:** Completed, with ongoing updates. New purchases are entered into the online database.

**Dept. Strategy:** Update the on-line “What Can I Do With This Major?” handouts and cross reference with new and existing academic programs.

**FY 2006-2010**
- **Comments:** Completed and continue to expand and upgrade this series.
**Dept. Strategy:** Collaborate with academic internship coordinators to post all current campus internships sites into Jobs4Cats database. **Comments:** Continue to work on this activity with departments, i.e. Journalism and Mass Communication, Engineering, Political Science, and Chemistry. Plan Jobs4Cats tutorials for each college for any faculty/staff member who posts jobs.

**FY 2005**

**Dept. Strategy:** Compile “Student Success Stories” and feature them on-line on our website, academic department websites, YouTube account, etc. **Comments:** Completed, with ongoing updates. The videos have been renamed “Bobcat Career Clips” now posted on YouTube.

**FY 2006**

**Dept. Strategy:** Design “virtual” workshops to be hosted on our web site. **Comments:** Implemented and ongoing.

**Dept. Strategy:** Collaborate with departments to streamline their internship programs. **Comments:** Implemented and ongoing.

**Dept. Strategy:** Collaborate with Academic Affairs and other Student Affairs departments to create a student portfolio system. **Comments:** No action was taken on this strategy due to the advent of the PACE program which includes a portfolio system.

**FY 2006-2009**

**Dept. Strategy:** Collaborate with Alumni Affairs to create an on-line Alumni Contacts service. **Comments:** Implemented and ongoing.

**Dept. Strategy:** Create an on-line assessment of services. **Comments:** Completed, with ongoing updates. The outcomes-based survey launched spring of 2009 was improved and utilized during both fall and spring of this year. For FY 11, the survey use will be increased to assess other areas of Career Services.

**FY 2006-2008**

**Dept. Strategy:** Create student learning outcomes-based assessment instruments. **Comments:** See Department Strategy above “Create on line assessment of services.”

**FY 2006-2009**

**Dept. Strategy:** Collaborate with Graduate College to develop specific web resources, workshops for current graduate/professional students, and undergraduates with those aspirations. **Comments:** As graduate school remains a popular consideration among students, we continue to fine-tune our library resources, and lend support to any office events relating to post-graduate work.

**FY 2006-2012**

**Dept. Strategy:** Explore the option of virtual counseling services. **Comments:** Collaborated with ITS and Adobe Connect to provide career counseling to several students enrolled in the Distance Education Program. Also, currently reviewing vendors that provide online job search prep services.

**FY 2006-2012**

**Dept. Strategy:** Create a peer career advisor program. **Comments:** Completed.

**FY 2006-2008**

**Dept. Strategy:** Develop and implement an orientation for new faculty, GTAs, and IAs **Comments:** Currently present to new faculty but not GTAs and IAs.

**FY 2007-2009**

**Dept. Strategy:** Increase the visibility and the user-friendliness of the career resource library. **Comments:** First phase of re-arrangement and purchase of new furnishings was completed. Ongoing improvements being made.

**FY 2007**

**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:** Implemented and ongoing.

**FY 2007**

**Dept. Strategy:** Establish a campus-wide “Student Employee Appreciation Day” during National Student Employment Week in April. **Comments:** Implemented and ongoing.

**FY 2007-2009**

**Dept. Strategy:** Create online student handbook, “How to Market Yourself for an Internship.” **Comments:** Implemented and ongoing. Link created on website - Fall 2009.

**FY 2007-2009**

**Dept. Strategy:** Create job shadowing brochures - one for employers and one for students. **Comments:** Implemented and ongoing. Actual brochures need to be uploaded to website for Fall 2010.
Dept. Strategy: Update job shadowing mentor database on an annual basis.
FY 2007-2009 Comments: Implemented and ongoing. In progress, new contacts are being added and inactive contacts are being updated as received.

Dept. Strategy: Continue to develop relationships to assist University with HSI initiatives and retention. Comments: Continuing to strengthen relationships with all Hispanic student groups. Routinely assist Community Relations and Admissions with outreach programs.
FY 2007-2012

Dept. Strategy: Add a Career Counselor (changed to “Career Advisor”).
FY 2008 Comments: This has been requested annually in order to meet national and local benchmarking standards and achieve full-time 1-1 liaisons with each college. One Career Advisor position will be added in FY11.

Dept. Strategy: Decrease the “No-Show” rate for counseling appointments from 20% to 10%.
FY 2007-2012 Comments: Maintained No-Show rate of less than 10% (8.4%) for 2nd year.

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FY 2007-2012 Comments: Maintained No-Show rate of less than 10% (8.4%) for 2nd year.

Dept. Strategy: Expand services offered at satellite offices.
FY 2008 Comments: We now offer resume reviews, appointment scheduling, etc. at mobile sites.

FY 2008 Comments: Created and maintained a Facebook presence with “Ask Bizzy Lizzy” page, a LinkedIn Career Services group, a growing Twitter following, a YouTube channel with various viral videos displaying new career information and created a Career Trends e-zine.

Dept. Strategy: Expand On-line Employer Guide to include information on part-time job postings, student organizations and institutional research data.
FY 2008 Comments: Implemented and ongoing.

Dept. Strategy: Expand PowerPoint offerings to create a comprehensive training program for supervisors and student employees. Comments: Implemented and ongoing.
FY 2008

Dept. Strategy: Optimize the use of Federal Work-Study funds by both students and departments.
FY 2008 Comments: The Fall 2011 financial applications will be processed in the new Student Information System. If implementation goes as discussed, the SIS will allow some additional features that may aid in maximizing awards.

Dept. Strategy: Develop close, collaborative relationships with MSA and ODS to ensure that underrepresented students are aware of and encouraged to use our services.
FY 2008-2010 Comments: Co-sponsored First Generation Symposium with MSA this past spring. Had a record number of ODS students participate in WRP recruitment program and all were recommended to be hired. Will continue interaction with ODS and MSA on events, workshops, referrals.

Dept. Strategy: Implement an "Intern of the Year" award program for Texas State students.
FY 2008-2009 Comments: Not yet implemented. Communication with faculty internship coordinators will be made this summer to inform of the award. A nomination form for student submissions will be distributed in Fall 2010. The winner will be submitted to CEIA to compete for Intern of the Year competition in Spring 2011.

Dept. Strategy: Collaborate with departments/colleges to expand the "Internships - A Way to Get Your Career in Gear" as it relates to their majors.
FY 2008-2009 Comments: Implemented Spring 2009 with the Pathways to Communications program. This strategy has been revised to expand beyond an internship focus (i.e. created Law School Panel & Browse and Careers in Foreign Service programs).

Dept. Strategy: Target early core classes, such as English or History, for presentations to best continue our visibility with freshmen. Other marketing efforts can be geared toward introductory survey courses, for students in their first-to-second year transition.
FY 2008-2012 Comments: The emphasis of career development within the PACE program will supplant this strategy.
<table>
<thead>
<tr>
<th>Dept. Strategy</th>
<th>Comments</th>
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<tbody>
<tr>
<td>Continue opportunities for graduate counseling development, formalize the process with certificates of completion. Market opportunities to area graduate programs.</td>
<td>Continue various professional development opportunities. Will research options to certify a graduate student’s practicum experience in career counseling.</td>
</tr>
<tr>
<td>Reformat existing Job Fairs – offer more “specialized and virtual job fairs”.</td>
<td>Added Science, Engineering and Technology Job Fair and Non-Profit Career Day; continue to explore other “niche” or virtual job fairs such as an “Off-campus Part-time Online Job Fair.”</td>
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<tr>
<td>Achieve 100 percent student enrollment in Jobs4Cats.</td>
<td>Pending new Student Information System functionality.</td>
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<tr>
<td>Collaborate with departments/faculty to streamline the notification process. to students of on-campus recruiting and interviewing opportunities.</td>
<td>New processes were implemented and feedback from colleges/departments was positive. Sent on-campus recruiting updates to Academic Advisors of each college on weekly basis during OCR season. Also, conducted Jobs4Cats tutorial for Liberal Arts Advisors.</td>
</tr>
<tr>
<td>Implement two- or three-way “Live Chat” within Jobs4Cats. Students could contact either Career Services staff or Recruiters during the “virtual component” of a job fair.</td>
<td>At this time, CSO has declined to work on this idea, however, they have implemented a social network component that might serve the same purpose.</td>
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<tr>
<td>Create a virtual “off-campus” Part-time Job Fair.</td>
<td>Implemented and on-going.</td>
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<tr>
<td>Create virtual Community Work Study Orientation.</td>
<td>Some progress has been made. For potential employers, a PDF packet is now available online detailing the program. Plans are being made to expand orientation to include participating students in the program.</td>
</tr>
<tr>
<td>Create and implement a program to address the career services needs of sophomores</td>
<td>Postponed due to lack of staff.</td>
</tr>
<tr>
<td>Collaborate with Academic Affairs and Admissions to create a web presentation, as well as, a flyer/brochure promoting our academic programs and students to employers.</td>
<td>An online handbook for students who want to pursue internships was added as a link to our website in Fall 2009.</td>
</tr>
<tr>
<td>Standardize feedback forms on web site to ascertain customer satisfaction and suggestions for improvements.</td>
<td>No progress.</td>
</tr>
<tr>
<td>Collaborate with department internship coordinators to create an on-line orientation for new interns who are getting academic credit for internships.</td>
<td>No progress.</td>
</tr>
<tr>
<td>Expand the job shadowing program to capstone classes in MCBA and College of Fine Arts and Communication taught during the summer semester.</td>
<td>No progress.</td>
</tr>
<tr>
<td>Formally institute, market a “distance package” of services, for students unable to meet a counselor face-to-face, with online review of resumes, cover letters, essays.</td>
<td>Continue to market distance options, especially for alumni. Reviewing vendors and products to assist in this area.</td>
</tr>
</tbody>
</table>
Dept. Strategy: Integrate a graduate counselor into the satellite outreach program, to actually provide a sample of the services we are there to market.

Comments: Graduate counselors will continue to increase their presence at satellite locations and other special events, whenever possible.

Dept. Strategy: Join forces with University College Advising Center to help students deciding on a major by providing collaborative workshops and/or programs.

Comments: Close ties are maintained with the Bachelor of General Studies program. (Greg Hill will again teach a BGS course) Also, we support any revival of the Major Decisions Fair.

Dept. Strategy: Develop a program to provide employer contacts a reasonable and consistent means of fostering relationships with faculty members and academic departments

Comments: Will create a faculty reference guide for employers, which can be emailed out and posted to our Career Services website. Use qualifiers/codes in Jobs4Cats to send this information to OCR employers in order to set up presentations, meetings and/or foster relationships.

Dept. Strategy: Expand the Student Employee of the Year program to include recognition of “off campus” employees.

Comments: Not yet implemented.

Dept. Strategy: Assist MCBA in developing an internship program for MBA students.

Comments: Not yet implemented.

Dept. Strategy: Implement a “click to hear” audio of web site content.

Comments: Strategy is being researched.

Assessments for 2009 – 2010

Over 40 different assessments of students and employers were conducted this past year. Below are the outcomes from a few examples:

1. Outcome – Career counseling clients from October and November, 2009, and March and April, 2010, responded to an online survey and yielded generally positive ratings. Key among these, on an agreement scale from 1 (low) to 4 (high), were: “Less nervous about professional direction” (3.35), “Career concerns were addressed” (3.42), and “More likely to complete degree” (3.48).

   Improvement – Because of lower scores in areas such as “Less nervous about academic direction” (3.03) and “More confident of interview skills” (3.08), more attention will be paid to these particular client issues and additional resources will be developed.

2. Outcome – 13 of 25 career counselors who met with clients during 2009-2010 reported the extent to which they felt clients’ anxiety had been lessened as a result of counseling. The counselors thought clients who sought help with resumes or cover letters seemed most calmed (85.9 percent), followed by practice interview participants (75.8) and career exploration clients (75.4), with general job search clients perceived to be least so (71.5).

   Improvement – Though counselor self-report is not the most accurate gauge of client satisfaction, these results are backed by the online assessment (See Outcome 1, above). Overall, clients who responded to the online survey were in 83.8% agreement that they were “Less nervous about professional direction” (3.35/4.00). Finding a way to understand career counseling more as a function of anxiety relief will help in its evaluation.

3. Outcome – Employers rated students in three areas of the Job Shadowing experience, on a scale from 1(low) to 5 (high). Average ratings for students in each of the areas were: “Interest and Enthusiasm” (4.63), “Level of Assistance” (4.47) and “Professionalism” (4.68).

   Improvement – These ratings continue to be very high. Efforts will persist toward enhancing these student traits, creating an even more positive employer impression of the entire Texas State student body.
4. **Outcome** – Increased the number of job shadowing student assignments by 20% from last winter break, but the number of business students dramatically decreased by 38%.

**Improvement** – Will work closely with the Liaison to the McCoy College of Business to market this program strongly through student organizations and faculty.

5. **Outcome** – Employers participating in 2009-2010 On-Campus Recruiting (OCR) rated the students they interviewed. On average for the two semesters, Texas State students’ ratings, 1 (low) to 5 (high), were higher for: “Personal Appearance” (4.15), “Communication/Interpersonal Skills” (3.87), “Resume” (3.86), and “Knowledge of Personal/Career Goals” (3.74). The three categories in which students scored lower were: “Knowledge of Organization” (3.53), “Ability to Market Self” (3.64), and “Pertinent Closing Questions” (3.56). The average of the “Overall Rating” was 3.67.

**Improvement** – Career counselors will continue to provide OCR interviewees with non-employer-specific feedback to help improve their interviewing skills. In addition, the survey results provide counselors with specific information for individual practice interviews and workshops, with emphasis on employer research, self-promotion, and appropriate questions.

6. **Outcome** – The Spring Job and Internship EXPO’s student attendance decreased from 1069 (FY 09) to 813 (FY10). This significant decrease (24%) in student attendance continues to be challenging, especially in certain colleges/departments. While additional “niche” fairs attract more students they also detract from the numbers of students attending the two large job fairs. 

**Improvement** – For FY11, our liaisons to MCBA and CLA (our two largest colleges) as well as liaisons with the other colleges will develop better and more effective ways to communicate with Deans, faculty and staff to increase the number of students from the colleges. Also, we will attempt to diversify employer mix to attract students with a wider array of majors from all colleges.

7. **Outcome** – “Meet the Accounting Firms” continues to be supported by the accounting firms. Employer evaluations indicate that they may prefer changes in dates, participation by broader group of majors, etc.

**Improvement:** Changed the dates for the coming year and engaging Accounting Club and Accounting Department leadership in discussions about student attendance. For fall 2010, the chair of the Department of Accounting has adjusted dates of the fair’s occurrence and the Accounting Club is now fully responsible for the event.

**Outreach/Presentations by Department Staff to Institutions and Communities for 2009-2010**

Overall, we made more presentations to smaller groups of students this year. The total number of presentations to campus student organizations, classes, workshops, orientations, etc. increased by 33% (398 to 530) and the number of attendees decreased by 42% (19,243 to 11,215). Special outreach efforts and presentations included:

- College Awareness Tours for middle school students from San Marcos, Kyle, and New Braunfels.
- Full participation in All New Student, Transfer, and Parent Orientations and Paws Preview
- College Awareness Tour presentations for Summer Trio Leadership.
- Full participation in all Bobcat Days and counselor information sessions.
- Hosted a booth at the Austin-San Antonio Growth Summit.
- Curt Schafer presented two programs to residents of the public housing units in San Marcos.
- Curt Schafer presented an in-service workshop for educators in Comal Independent School District.
- Curt Schafer presented a session at the Austin Business Journal’s Business and Career Growth Expo.
- Curt Schafer served on the San Marcos Chamber of Commerce Education Committee.
- Curt Schafer served on the VPSA Educational Staff Development Team.
- Karen Julian, Chris Jones, Victoria Hinojosa, Liz Buchta, LaTonya Henry and Haley Way served as Student Affairs mentors.
- Karen Julian assisted in coordinating Student Affairs Graduate Research Assistant’s Interview Day.
• Karen Julian served on the Disciplinary Review Team for Campus Activities and Student Organizations.
• Greg Hill presented at the Texas State, UT and St. Edward’s Practicum Fairs.
• Greg Hill taught a Bachelor of General Studies course for University College.
• LaTonya Henry served on the Board of the Salvation Army San Marcos Service Unit.
• LaTonya Henry served as Administrator on the Board of Commissioned Ministries.
• In partnership with the Certified Public Managers, Chris Jones presented at the Public Administrators conference in San Marcos this spring.
• Chris Jones and Liz Buchta presented “An Overview of Employer Services” to tenants at Tanger and Prime Outlet Malls at their quarterly tenant meetings.
• Chris Jones continued his work with the San Marcos Chamber of Commerce to develop a Young Business Professionals organization.
• Chris Jones served on the VPSA Community Staff Development Team.
• Jonathan Pliego was a founding committee member and an advisor for the Cat Camp initiative.
• Jonathan Pliego served on the university’s Pride and Tradition Team and the VPSA Diversity Team.
• Liz Buchta served on the Austin Human Resource Management Associations’ Program committee and the Workforce Readiness Committee.
• Liz Buchta served on the San Antonio Human Resources Management Association College Relations Committee.
• Liz Buchta served on the Community Service Committee of the Young Women Alliance of Austin.
• Liz Buchta presented an invited session as part of Comm Week.

Special Recognitions for Departments and/or Staff
• Curt Schafer received the 2009 President’s Award from the Southern Association of Colleges and Employers.
• Curt Schafer elected to serve on the Board of Directors for the American Association for Employment in Education.
• Curt Schafer elected to serve on the Board of Directors for the Southern Association of Colleges and Employers.
• Curt Schafer co-authored an academic article with Jim Bell, Susan and Eric Kirby.
• Curt Schafer organized and hosted a National Career Services Directors Benchmarking meeting with 17 universities represented.
• Curt Schafer chosen to serve on the Southern Association of Colleges and Employers Sponsorship Task Force.
• Curt Schafer presented sessions at the American Association for Employment in Education Conference, the Southern Association of Colleges and Employers Conference and the Texas Association for Employment in Education Conference.
• Curt Schafer chosen to serve on the university’s Quality Enhancement Plan (QEP) Executive Task Force and QEP Steering Committee.
• Curt Schafer chosen to serve on the Texas State University Council and the Public Relations and Strategic Messaging Committee.
• LaTonya Henry elected to serve as Secretary for the Coalition of Black Faculty and Staff.
• Karen Julian chosen to serve on the City of San Marcos’ Human Services Advisory Board for the third year.
• Greg Hill received the 2010 Staff Member of the Year Award from the Office of Disabilities Services.
• Greg Hill and Haley Way presented at the National Career Development Association Conference.
• Chris Jones co-presented with the CEO of Campus to Careers at the National Association of Colleges and Employers Conference and Texas Career Partners Association Conference.
• Chris Jones continued his elected position on the San Marcos City Council.
• Jonathan Pliego presented a webinar to the National Association of Colleges and Employers.
Graduate Research Assistant, Jessica Montgomery, received the 2010 Graduate Student Achievement Award from the San Antonio Colleges and Universities Career Centers Association.

Diversity Initiatives for 2009-2010

- Jonathan Pliego was an integral part of the Diversity Team’s success.
- Presented numerous workshops/sessions at African American Leadership Conference, First Generation Student Organization, Latinas Unidas, Student Support Services, First Generation Social Work students, Multicultural Greek organizations, PASS workshops, MAES – Mexican American Engineers & Scientists, Emerging Stars, etc.
- Collaborated with HBSA and other student organizations to host the Speed Interviewing programs.
- LaTonya Henry presented to 45 African American ladies at the REAL (Respectable Educated Accomplished Ladies) Retreat in the fall semester.
- Chris Jones presented a session at a higher education outreach program at Mt. Zion Baptist Church in Austin.
- Liz Buchta’s “Facebook to LinkedIn” presentation was used by HBSA in their national conference in Dallas.
- Greg Hill and Haley Way created a First Generation Career Symposium in collaboration with MSA and the Counseling Center.
- Greg Hill and Haley Way coordinated and delivered very successful ODS-WRP mock interview sessions. All participating students were offered positions which is unprecedented for that program.
- Haley Way conducted a career-oriented Asperger’s Support Group.
- Greg Hill and Haley Way conducted various PASS workshops.
- Greg Hill and Haley Way conducted Emerging Stars career workshops.
- Chris Jones and Liz Buchta presented a session at the African American Leadership Conference.
- Chris Jones worked with organization members of FOCUSED to develop a partnership between their group and Career Services.
- 45% of participants in Job Shadowing were minority students and 18% identified as first generation.
- Several staff members volunteered for numerous MSA-sponsored “Mama’s Kitchens.”
- LaTonya Henry presented at the VPSA Retention Office Etiquette Dinner for foster care alumni, student veterans and first generation Hispanic students.

Major Objectives for 2010-2011

1. Greg Hill will continue to teach University College’s BGS 1150, stressing career issues. He has also been invited to teach a graduate course in Career Counseling at St. Edward’s University.
2. Expand OCR Mock interviews to include college liaisons and employers conducting interviews for each college. Interviews will feature major-specific questions, as well as, behavioral-type questions.
3. Add Virtual Interview station; collaborate with Sue Stewart from Communication Studies and employers who utilize Skype or Adobe Connect to interview candidates.
4. Expand Facebook “chat hours” for students to chat with Bizzy Lizzy about their career related questions, in order to promote Career Services and assist with student outreach.
5. Initiate a “Secret Shopper” program to measure the customer service provided by student workers at the front desk.
6. Continue career-centered presentations for First Generation students, highlighting success stories of First Generation students now in positions of campus leadership.
7. Increase use of Career Help tent, on campus and at job fairs. At this year’s EXPO, “tent counselors” provided 15 resume reviews, and set several follow-up appointments.
8. Increase efforts toward connecting with first-year students. Counseling contacts with Freshmen fell 25 percent this year from last year. Encourage University Seminar students to use Sigi3, so we can engage them earlier in career exploration.
9. Engage visiting classes in focus group discussions, adding to our understanding of how we can best help them. Also, increase graduate counselors’ role in these presentations and assessments.
10. Continue to improve training and training manual for new graduate counselors, to focus on student retention and diversity, through career resources, follow-up appointments.

11. Fortify ties to other student support: ODS, NTSO, SSS, PASS, MSA and Counseling Center.

12. Build on our outcomes-based assessments of what students gain from our services. Create a specific learning outcome for each major program and include an assessment item to measure it.

13. Continue to build better links with academic advisors, providing them updated resources.

14. Leverage technology to collaborate, network and promote career opportunities among employers, students and alumni in the Austin-San Antonio Corridor, Houston and Dallas areas.

15. Educate and inform students about the student employment process via publications and collaborative work with Financial Aid and Scholarships.

16. Assign Professional Staff to the different colleges as liaisons while redefining the definition of “liaison”.

17. Expand the Law School Browse program.

Major Trends/Challenges for 2010-2011

Challenges – Unfortunately, most of our obstacles remain the same year after year, with the largest being an inadequate number of staff and an inadequate amount of space to serve 31,000+ students.

1. Space – During campus recruiting season our staff members are routinely displaced from their offices several days out of a week. This is not an efficient way to conduct business and it creates a poor image for our employer guests who feel uncomfortable “stealing” a staff member’s office for the day. As the economy heals and campus recruiting increases, this sharing of space situation will be exacerbated primarily because backup space elsewhere in the LBJSC is becoming increasingly scarce.

2. Staff - Still woefully 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 6-8 additional FTE’s compared to institutions in our size range. There is again no GRA funding from McCoy College of Business to support our liaison to that college and funding was not approved from Liberal Arts to continue the support GRA position, as well. Both of these colleges, however, have increased expectations of our services (i.e. the establishment of a Liberal Arts Week program) Our goal is to get enough Career Advisors to have a full-time liaison with each college. With the addition of a new Career Advisor position in FY11 we will finally have enough professional staff to have a part-time liaison with each college with hopes of reaching our full-time liaison goal in the next few years.

3. Media Overload - Students are exposed to saturated communication mediums in marketing and advertising which creates obstacles for our message to make impressions on them.

4. External and Internal Competing Services – Increased job search system competition presents more opportunities for students to choose different career-related services outside of Career Services. Also, colleges within Texas State could choose to purchase niche services or programs for their students if they so desire.

5. The Economy - continues to play an important factor in students’ decisions as uncertainty breeds despair, disinterest, disappointment, postponement of job search, and often an unrealistic concentration on graduate school as the “only option.” This malaise may decrease their interest in job fairs, on-campus interviews, and workshops that cater to full-time employment.

6. High Cost of Education – rising costs have students working part-time, full-time, or multiple jobs to pay for school and its expenses—and many have no time to explore career options until after graduation.

Trends - Some of the current and future trends are listed below:

1. Implementation of the QEP – This will have a direct and lasting impact on all of Career Services.

2. 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 other services. Many students are also delaying their career decision-making until after graduation.
3. Recovery from the Economic Recession - The speed of the economic recovery will obviously
directly impact all that we do. The economy, though turning around, will be slow to rebound. High
unemployment rates continue to impact all students and alumni.

4. 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 will
implement a liaison partnership with each college to better promote our programs to students
and also to better educate faculty on the legal issues surrounding their interaction with
employers. This year we will now have enough professional staff member so that each can act
as a part-time liaison to a designated college. Due to the size of the student population, it is
essential that we ultimately increase our professional staff in order to have a full-time Career
Advisor to facilitate career activities for each college.

5. Measuring Results - Proper use of assessments and their results will enable us to examine how
we make a difference in student development and which areas of our services need
improvement.

6. Technology – The use of technology is pervasive in the delivery of career-related services and
the acquisition of career information. This may be the year that virtual interviews supplant
campus interviews; that video resumes become popular; that social media surpasses internet job
postings for sourcing positions; that virtual job fairs actually facilitate real face-time meetings, etc.
The possibilities are truly endless and we have to be able to prepare our students for any and all
permutations of a technology-driven job search.

7. 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. Unpaid internships increased both locally and
within the Corridor and this remains a controversial topic.

8. Millennials - Service upon demand, preferred by our Millennial-aged student base, necessitates
increasing walk-in hours, satellite offices, and distance options. We continue, however, to
encourage our distance-users to schedule face-to-face appointments with our counselors,
though more of those encounters may be done by video remote this year.

9. Parents – Tightening family budgets may increase parental involvement in students’ career
development. Therefore, much of the information we share with students should also pay mind
to a parent’s perspective. We maintain a separate web portal for parents to better inform those
who want to be involved in the career development of their children—viewing the parent as ally
rather than as adversary.

10. RRHEC - Will re-assess our role as the Nursing degree program becomes operational and other
programs expand into the vacated ACC space.

11. Alumni – Increasing numbers reconnecting with Career Services due to the economy

12. Niche Job Fairs - Increasing requests for “niche” job fairs and other services by departments
and colleges.

13. Work Study Supply/Demand – Classic dilemma of an increasing number of students seeking
on-campus/work-study positions with a decreasing number of positions available.

14. Career Coaching Shifts - More emphasis on personal branding, self-entrepreneurship,
perpetual networking, virtual personal presentation, etc.

15. Accountability – The upcoming 2011 legislative deliberations might result in a renewed
interest/mandate for further development of a Texas high school/university/jobs tracking system.

16. Personal Privacy in the Job Search - The almost total elimination of personal privacy for job-
seekers (e.g., drug testing, credit checks, criminal background checks, social networking checks,
etc.).