Major Accomplishments/Retention Initiatives for 2008-2009

1. Implemented a “Speed Interviewing / Networking Reception” in the Fall and, based on feedback from employers and students, expanded for the Spring to include “two minute resume critiques” and a “professional image” segment. Renamed the “Speed Interviewing Extravaganza”.

2. Executed a “Career Month Marketing Campaign” for both fall and spring semesters. Maintained good student participation, event programming, and employer participation despite a dire economic situation.

3. Redesigned the homepage and web site incorporating interactive media using web 2.0 tools. Created online blog as part of the website in the fall 2008, with viral marketing capabilities, containing an RSS feed. Developed audio podcasts for downloading by students.

4. Created the “Career Trends” Magazine with one issue per month in the spring semester.

5. Collaborated with the College of Science’s Engineering and Technology chairs and faculty to develop an Engineering and Technology Job Fair.

6. Continued recruitment, orientation, training and supervision of solid staff of graduate counseling interns – 12 in Fall and Spring; 7 during Summer.

7. Career Planning area continued to post improved student service figures:
   - Student assistance via phone and e-mail continues to rise, more than 45 percent over last year.
   - Increased outreach efforts to students, parents, and faculty by nearly 11 percent over last year.
   - “No-shows” down below 10 percent for the second year in a row.

8. Expanded Walk-in hours to three days a week to better serve students in “real time” prior to major job fairs and at year’s end.

9. Collaborated with the Geography and Biology Departments to promote internship opportunities with The Student Conservation Association. The SCA Recruiter reported that his experience at Texas State was the most warmly received by students, faculty, and Career Services of any of his targeted universities in his Mid-West/Southwest territory.

10. Coordinated an employer panel of representatives from different communication fields for “Pathways to Communications.” This partnership with the School of Journalism & Mass Communication resulted in 57 students attending the event.

11. Coordinated two hugely successful “Careers in Federal Government” programs with a 66% increase in the number of students attending the spring event. The number of agencies increased by 200% and this program will be expanded to include all government entities.
12. Created a new externship program, “A Day at the Capitol” with 15 students participating in the program. The majority of the students were Liberal Arts majors.

13. Obtained “Coke Funds” to collaborate with the LBJSC Student Volunteer Connection on a successful Non-Profit Career Day. 259 students attended - the program will be expanded this year.

14. Collaborated with the Accounting Department to create “Meet the Accounting Firms” for both the fall and spring semesters. Each event was attended by 125 accounting majors and 25 employers.

15. The Student Employment Appreciation Reception was a hit for the 3rd year, as more departments become interested in recognizing their undergraduate Student Employees.

16. Successfully collaborated with MCBA to expand the Business Leadership Forum to a Business Leadership Week, including a Common Experience speaker, etiquette dinner, alumni panel and creation of a student Business Leadership Forum.

17. Visit to San Marcos’ sister city, Monclova, Mexico, created new relationships with the MCBA Latin American Business Certificate program and new projects for employer outreach.

18. Created a partnership with Prime Outlet Mall to post positions in a more centralized way using Jobs4Cats.

19. Collaborated with MCBA faculty (Jim Bell and Eric and Susan Kirby and Jim Bell, Paul Gowens and Beverly Chiodo) on two research projects/articles.

20. Participated in planning the Quality Enhancement Plan for the university’s SACS visit in 2010.

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

**Dept. Strategy:**

<table>
<thead>
<tr>
<th>FY 2005</th>
<th>Place a comprehensive list of Career Information Center resources on the website and create a search engine for convenient research. <strong>Comments:</strong> Completed, with ongoing updates. New purchases are entered into the online database.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2005</td>
<td>Collaborate with academic internship coordinators to post all current campus internships sites into Jobs4Cats database. <strong>Comments:</strong> Continue to work on this activity with departments, i.e. Journalism and Mass Communication, Engineering, Political Science, and Chemistry.</td>
</tr>
<tr>
<td>FY 2005-2009</td>
<td>Compile “Student Success Stories” and feature them on-line. <strong>Comments:</strong> Completed but currently designing a flashier, more user-friendly version that will include video stories.</td>
</tr>
<tr>
<td>FY 2006</td>
<td>Design “virtual” workshops to be hosted on our web site. <strong>Comments:</strong> Implemented and ongoing.</td>
</tr>
<tr>
<td>FY 2006</td>
<td>Collaborate with departments to streamline their internship programs. <strong>Comments:</strong> Implemented and ongoing. Strategy in progress and will continue to schedule meetings with internship faculty during summer of 2009 to discuss internships and how Career Services can assist the academic departments that offer internship credit. Departments will be asked to complete an updated survey.</td>
</tr>
<tr>
<td>FY 2006</td>
<td>Collaborate with Academic Affairs and other Student Affairs departments to</td>
</tr>
</tbody>
</table>
FY 2006-2009 create a student portfolio system. **Comments:** Strategy is negated by ITS' Portfolio Project.

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

**FY 2006-2007**  
**Comments:** This strategy continues to be in the tentative stages. The job shadowing/mentor database has been updated. An email will be sent during the summer of 2009 to invite alumni to participate in an informal interviewing program. Increased connections have been made with Alumni Relations. FY 09 – continued to collect information during Parents’ Orientation for Bobcat Career Contacts; receiving alumni submissions from our online request link; FY 10 - compile all entries and upload it into the “mentoring” section. of Jobs4Cats. Leased Experience Alumni software to facilitate these connections.

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

**FY 2006-2009**  
**Comments:** Completed, with ongoing updates. Older versions rotated out.

**Dept. Strategy:** Create an on-line assessment of services.

**FY 2006-2008**  
**Comments:** Completed, with ongoing updates. The outcomes-based survey, launched last spring, was improved and utilized during both fall and spring of this year, yielding an even greater response. For FY 10, because the survey continues to demonstrate a high response rate, its use could be increased to include other areas of Career Services.

**Dept. Strategy:** Create student learning outcomes-based assessment instruments.

**FY 2006-2008**  
**Comments:** See above

**Dept. Strategy:** Collaborate with Graduate College to develop specific web resources and workshops for current graduate/professional students and undergraduates with those aspirations.

**FY 2006-2009**  
**Comments:** Completed with ongoing updates and increasing number of presentations. Continue to expand our related library resources and work more closely with the Graduate College in offering workshops.

**Dept. Strategy:** Explore the option of virtual counseling services.

**FY 2006-2009**  
**Comments:** Completed with updates as technology and staff are available. Continued increase in e-mail and phone contacts; eventually on-line interviews possible, but resources are limited.

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

**FY 2006-2008**  
**Comments:** Begun this past spring with two PA’s, with plans to add more in future. With reduction in student workers, will attempt to keep one PA and increase the stringency of selection, training, and responsibilities.

**Dept. Strategy:** Develop and implement an orientation for new faculty, GTAs, and IAs.

**FY 2006-2008**  
**Comments:** Developing meaningful contacts with faculty who are busier than ever continues to be a challenge.

**Dept. Strategy:** Increase the visibility and the user-friendliness of the career resource library.

**FY 2007-2009**  
**Comments:** First phase completed as part of office makeover initiative. New ideas are being implemented to give the library a “redo”.

**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.

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

**Dept. Strategy:** Create mandatory Community Work study orientation.

**FY 2007**  
**Comments:** Not yet implemented.

**Dept. Strategy:** Create online student handbook, “How to Find and Market Yourself for an Internship.”

**FY 2007-2009**  
**Comments:** First draft in Fall 2008. Data has been compiled to produce a final draft completed by Fall 2009. Uploaded on website - Fall 2009.
Dept. Strategy: Create job shadowing brochures - one for employers and one for students.  
FY 2007-2009 Comments: Student brochures have been printed. Employers’ and students’ brochures will be uploaded to website Summer 2009.
Dept. Strategy: Update job shadowing mentor database on an annual basis.  
FY 2007-2009 Comments: In progress, updates and inactive contacts have been deleted. New alumni contacts will be added as received.
Dept. Strategy: Continue to develop relationships to assist University with HSI initiatives and retention.  
FY 2007-2012 Comments: Continuing to strengthen relationships with all Hispanic student groups.
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 1-1 liaisons with each college. Not approved for funding for FY09.
Dept. Strategy: Decrease the "no show" rate for counseling appointments from 20% to 10%, thereby serving more students overall. Comments: Maintained a no-show rate of about 10 percent, half of previous year rates.
Dept. Strategy: Expand services offered at satellite office such as instant messaging (IM).  
FY 2008 Comments: Exploring ongoing possibilities with IM and Remote Desktop. IM was unsuccessful; now scheduling appointments by phone; “testing” the “appointment scheduler” in Jobs4Cats.
FY 2008 Comments: Implemented a new Facebook group, a growing Twitter account displaying new career information, as well as, the Career Trends magazine.
Dept. Strategy: Expand On-line Employer Guide to include information on part-time job postings, student organizations and institutional research data. Comments: Implemented and ongoing.
Dept. Strategy: Expand PowerPoint offerings to create a comprehensive training program for supervisors and student employees. Comments: Implemented and ongoing.
Dept. Strategy: Optimize the use of Federal Work-Study funds by both students and departments. Comments: Changes expected in the program for greater fiscal responsibility by departments.
Dept. Strategy: Develop closer, collaborative relationships with MSA and ODS to better promote and ensure that underrepresented students are aware of and encouraged to use our services. Comments: Through participation and involvement in the VPSA Diversity Team, Career Services acted as active players and co-sponsors with diversity related programming such as “Why I Write” program.
Dept. Strategy: Implement an "Intern of the Year" award program for Texas State students.  
FY 2008-2009 Comments: Plans were to implement in the Fall 2008 semester. Not yet implemented. However, plans are to educate faculty internship coordinators summer 2009 and create a nomination form for submission in the Fall 2009 semester. The winner would be submitted to CEIA to compete for Intern of the Year competition in the Spring 2010.
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. Will develop new programs each semester to target experiential and professional career areas such graduate and law school.
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, to address those students in their first-to-second year transition Comments: Since the status of the University Seminar requirement currently remains strong, we may not have to focus on other classes through which to target first-year students.
Dept. Strategy: Continue opportunities for graduate counseling development and formalize the process with certificates of completion. Market opportunities to area graduate programs. **Comments:** We continue to direct graduate counselors toward the various professional development opportunities presented by Student Affairs, the University, and professional associations. No progress has yet been made on certifying their practicum experience.

Dept. Strategy: Reformat existing Job Fairs – offer more “specialized and virtual job fairs”.
**Comments:** FY '09 – added 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. FY 10: Add “Accounting Job Fairs” both Fall and Spring semesters.

Dept. Strategy: 100 percent student enrollment in Jobs4Cats.
**FY 2009** **Comments:** Pending Student Information System functionality.

Dept. Strategy: Collaborate with departments/faculty to streamline the notification process.
**FY 2009** **Comments:** New processes implemented, feedback from colleges/departments positive.

Dept. Strategy: 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.
**FY 2009** **Comments:** At this time, CSO has declined to work on this.

Dept. Strategy: Create a virtual “off-campus” Part-time Job Fair.
**FY 2009** **Comments:** Implemented and on-going.

Dept. Strategy: Create virtual Community Work Study Orientation.
**FY 2009** **Comments:** Not yet implemented.

Dept. Strategy: Revamp and standardize our student employee training and supervision model for our student employees (Career Associates). **Comments:** Implemented and ongoing.

Dept. Strategy: Collaborate with academic units to increase the number and scope of on-campus internship sites. **Comments:** Continue to publicize this service and work with any interested parties.

Dept. Strategy: Create and implement a program to address the career services needs of sophomores
**FY2009** **Comments:** Created externship programs such as “Day at the Capitol” held in spring. Work with OCR employers on considering sophomores for Internships by adding sophomore classification to posting criteria. Assist other departments with their sophomore retention efforts. Continue to invite sophomores to Job Fairs.

Dept. Strategy: 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.
**FY 2009** **Comments:** No progress.

Dept. Strategy: Standardize feedback forms on web site to ascertain customer satisfaction and suggestions for improvements. **Comments:** FY 09 – no progress; FY 10 – plan to develop the appropriate instruments.

Dept. Strategy: Collaborate with department internship coordinators to create an on-line orientation for new interns who are getting academic credit for internships. **Comments:** An online handbook for students who want to pursue internships is in development with a FY 10 goal.

Dept. Strategy: Expand the job shadowing program to capstone classes in MCBA and College of Fine Arts and Communication taught during the summer semester. **Comments:** Not yet implemented.

Dept. Strategy: Formally institute and market a “distance package” of services, for those students unable to meet with a counselor face-to-face, along with online review of resumes, cover letters, and essays. **Comments:** Develop and distribute packets of information “to go” for students. FY 10: focus on ways to assist students who cannot access the services in person.

Dept. Strategy: Integrate a Graduate Intern Counselor into the satellite outreach program, to actually provide a sample of the services we are there to market. **Comments:** Graduate Intern
Counselors participate in outdoor outreach such as “Career Month” kick-off and Rock Yo’ Resume primarily editing resumes. FY 10 – have an increased presence at satellite locations and special events.

**Dept. Strategy:** Join forces with University College Advising Center to help students deciding on a major by providing collaborative workshops and/or programs. 
**Comments:** Continue to strengthen ties to BGS, including teaching and observing classes. Also, working closely to revive 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:** 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.

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### Assessments for 2008–2009

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

1. **Outcome** – Employers participating in On-Campus Recruiting (OCR) rated the students they interviewed. On average, Texas State students’ highest ratings, on a scale of 1 (low) to 5 (high), were for “Resume” (3.86), “Personal Appearance” (4.11), “Communication/Interpersonal Skills” (3.88), with an “Overall Impression” rating of 3.80. **Improvement** – Career counselors will continue to contact OCR interviewees and provide them with non-employer-specific feedback to help improve their interviewing skills. In addition, the survey’s format and results provide counselors with general information to share with clients when discussing their interviewing strategies.

2. **Outcome** – The Spring Job and Internship EXPO’s student attendance decreased from 1131 (FY 08) to 1069 (FY 09). Although only a slight decrease (5%), 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 FY ’10, our liaisons to MCBA and CLA (our two largest colleges) will continue to work with Deans, faculty and staff to increase the number of students from these two colleges. Also, we will attempt to diversify employer mix to attract students from wider array of majors from the other colleges.

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” (4.69), “Level of Assistance” (4.36) and “Professionalism” (4.67). **Improvement** – While these ratings are very high, continued emphasis will be placed on all students exhibiting traits that will enhance their personal attributes and create a positive reflection of the entire 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** – Career counseling clients from October and November, 2008, and March and April, 2009, responded to an online survey and yielded generally positive ratings. Key among these, on a scale from 1 (low) to 4 (high), were: “less nervous about professional direction” (3.43), “career concerns were addressed” (3.44), and “more likely to complete degree” (3.58). **Improvement** – Because of lower scores in areas such as “less nervous about academic direction” (3.06) and “more confident of interview skills” (3.08), more attention will be paid to these particular issues.

6. **Outcome** – 13 of 21 career counselors who met with clients during 2008-2009 reported very optimistic overviews of how those students and alumni were served. The counselors thought that clients who sought help with resumes or cover letters seemed most satisfied (94.1 percent), followed by practice interview participants (91.9 percent), and career exploration clients (84.1 percent). **Improvement** – Though counselor self-report is not the most accurate gauge of client satisfaction, these results are backed by the online assessment (noted in # 5 above). In addition, these counselors felt that 72.3 percent of all the clients they saw increased their academic or professional certainty. We will find ways to tie career counseling more tightly to this certainty.

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.

**Educational Outreach/Presentations by Department Staff to Institutions and Communities for 2008-2009**

- The total number of presentations to campus student organizations, classes, workshops, orientations, etc. increased by 9% (370 to 398) and the number of attendees increased by 1% (20,690 to 21,196).
- Led 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.
- Conducted College Awareness Tour presentations for Summer Trio Leadership.
- Full participation in all Bobcat Days and counselor information sessions.
- Co-hosted with the Departments of Engineering and Technology a joint meeting of the San Marcos and New Braunfels Manufacturing Associations.
- Hosted a booth at the Austin-San Antonio Growth Summit.
- Curt Schafer served on the Board of Directors for the American Association for Employment in Education and the Board of Directors for the Southern Association of Colleges and Employers.
- Curt Schafer presented sessions at the American Association for Employment in Education Conference and the Texas Association for Employment in Education Conference.
- Curt Schafer served on the San Marcos Chamber of Commerce Education Committee.
- Curt Schafer presented two programs to residents of the public housing units in San Marcos.
- Curt Schafer served on the Quality Enhancement Plan Executive Task Force and QEP Steering Committee.
- Curt Schafer co-authored an academic article with Jim Bell, Susan and Eric Kirby.
- 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 wrote a chapter for the Whole New Mind faculty handbook for US1100.
• Josie Garrott continued active involvement with the San Marcos Manufacturing Association, the San Marcos Chamber of Commerce and Leadership San Marcos.
• Josie Garrott assisted with the San Marcos Chamber of Commerce Business Expo.
• Greg Hill recruited at UT Practicum Fair for Counseling Students – 50 potential graduate counselors; M Ed students – 15 potential graduate counselors.
• Karen Julian served on the City of San Marcos’ Human Services Advisory Board for the second year.
• Karen Julian assisted in coordinating Student Affairs Graduate Research Assistant’s Interview Day.
• Chris Jones presented information at Austin’s Relationship and Information Series for Entrepreneurs (RISE) 2009 Session held at Cleantegrity in San Marcos.
• Chris Jones is working with the San Marcos Chamber of Commerce to develop a young business professionals organization.
• Jonathan Pliego was a founding committee member and an advisor for the Cat Camp initiative.
• Karen Julian, Chris Jones, Victoria Hinojosa, and Haley Way served as mentors.

Any Diversity Initiatives for 2008-2009 (List type activity, audience reached, and location)

• Jonathan Pliego was an integral part of the Diversity Team’s success.
• Numerous presentations at African American Leadership Conference, First Generation Student Organization, Latinas Unidas, Student Support Services, First Generation Social Work students, Multicultural Greek organizations, PASS workshops, Emerging Stars, etc.
• Collaborated with HBSA and other student organizations to host the Speed Interviewing programs.
• Numerous workshops for ODS, including new Asperger’s Support Group. Coordinated the Federal Workforce Recruitment Program for students with disabilities and provided testing space when needed.
• LaTonya Henry presented to 45 African American ladies at the REAL (Respectable Educated Accomplished Ladies) Retreat in the fall semester.
• 43% of participants in Job Shadowing were minority students and 17% identified as first generation.
• Chris Jones presented a session at a church higher education outreach program at Mt. Zion Baptist Church in Austin.

Major Objectives/Retention Initiatives for 2009-2010

1. Develop the Quality Enhancement Plan (QEP).
2. Create a series of “Careers in ____________” focusing on various career fields that students are interested in such as Retail, Sales, and Finance.
3. Create “on-line” tutorials for Jobs4Cats users.
4. Implement new viral marketing techniques such as the infusion of Jobs4Cats into mobile devices.
5. Design an online interactive game/checklist for students to utilize as a “road map to career success”.
6. Develop spring externship program to target sophomores in biology, geography and public administration.
7. Greg Hill will serve as an instructor for University College’s BGS 1150, which emphasizes career issues. Karen Julian will observe in preparation for future teaching assignment.
8. Increase connections between professional staff and graduate counselors through informal mentoring program, social gatherings, and the option of attending staff meetings.
9. Will work closely with the third year of Emerging Stars’ students, providing counseling and other resources toward their continuing enrollment.
10. Expand the Careers in Government program to increase the appeal of the program to more students seeking internships and full time career employment.
11. Prepare a career-centered presentation for the needs of First Generation students, coupled with success stories of earlier First Generation students.
12. Update the Parents Orientation presentation to reflect the current economic realities, stronger student employment tips, and possibly, veterans’ issues.
13. Improve the training for new graduate counselors, continuing to focus on student retention and diversity, through career resources and follow-up appointments.
14. Improve relations with student groups ODS, NTSo, SSS, PASS, MSA, Counseling Center
15. Increase and improve library presentations and resources.
16. Build on our outcomes-based assessments of what students gain from our services.
17. Continue to build better ties with academic advisors, providing them with adequate resources.

Major Trends/Obstacles for 2009–2010

Obstacles – Unfortunately, our obstacles remain the same year after year:

1. Space – During recruiting season our staff members are routinely displaced from their offices. 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.
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 a lack of funding from Liberal Arts is expected, so we will not have support for that liaison, as well.
3. Students are exposed to saturated communication mediums in marketing and advertising which creates obstacles for our message to make impressions on them.
4. The economy will play an important factor in students’ decisions as they concentrate more on graduate school options and less on career/job search options. This may decrease their interest in job fairs, on-campus interviews, and workshops that cater to full-time employment.
5. 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. 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.
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 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. Ideally, we would need one full-time liaison with 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 - 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. There is a continuing need for multimedia
in marketing services to students. Delivering more information via our website with interactive training, podcasts, Twitter, Facebook and Linked-In to meet the increasing needs of our customers. At the same time, we have expanded our walk-in hours and satellite offices to be more accessible to those students and alums who prefer the in-person contacts.

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.

8. **Millennials** - Aligning services to best meet their needs and to better manage their expectations.

9. **Parents** – Created 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. With recession fears, parental involvement will only rise, so best to channel their energy effectively.

10. **RRHEC** - There will continue to be a re-assessment of our role as the center continues to expand and more programs are offered, especially as the nursing program comes on line.

11. **The McCoy College of Business** – Managing the expectations of the Deans and Chairs will be more challenging with a .5 FTE liaison.

12. **External and Internal Competing Services** – Increased job search system competition presents more opportunities for students to choose different services outside of Career Services. Also, colleges within Texas State could choose to purchase niche services or programs for their students.

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

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

15. **Work Study Supply/Demand** - Increasing number of students seeking on-campus/work-study positions with a small number of positions available.

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

17. **Accountability** – Further development of a Texas high school/university graduate tracking system.