Annual Report  
Career Services  
Student Affairs Division  
Texas State University  
2011 – 2012

Major Accomplishments/Retention Initiatives for 2011 – 2012:
1. Hired a new Career Advisor to advance our initiative to establish a full-time liaison for each college.
2. Two new PACE career counselors were hired, trained, and supervised, and who accounted for 500 student appointments, 108 walk-ins, and scores of follow-ups.
3. Exceeded 4,000 face-to-face student counseling contacts (4174) for the first year ever, a 9.3 percent increase over last year, with a more than 90 percent increase in follow-up appointments.
4. Increased the use of distance resources, including a 12 percent rise in 48-hour resume reviews to 2842.
5. Successfully launched a new website in late May. In addition, increased social media usage on all fronts (1,403 Twitter followers, 1,619 Facebook “Likes,” 2,174 in LinkedIn Career Services group, 21,196 views of YouTube videos, continued posting to the Career Services blog, and created a Career Services Pinterest profile) and initiated YouTube video contests and promotional videos, leading to increased viewership.
6. Launched new student outreach initiatives, including a revamped Spring Kick-Off with employer participation, “Signing Day” event for employed seniors and finals week snack break tent. Tented approximately 15 times throughout year to promote services and events.
7. Rebranded our annual Speed Interviewing event, now called Job Search Boot Camp, with 123 students participating (the most ever for this type of event). Also created a Freedom Ride Externship Day in Austin to support this year’s Common Experience theme, “The First Amendment.” Nineteen students participated in our visits to four employers.
8. Planned and executed the new and improved Liberal Arts Month, with over 450 students and 20 presenters participating in 10 events and 5 workshops. The best-attended event topped out at 110 students.
9. Partnered with Multicultural Student Affairs and Texas State Allies to present “Out at Work,” a very well-received panel presentation attended by 50 students.
10. Contributed to the College of Science and Engineering’s National Science Foundation SPARK grant proposal. They were successful in receiving $540,000 for this scholarship program.
11. Developed two PACE-related US 1100 resources (Resume Rubric and Library Guides), and secured other resources (GoingGlobal, Interview Stream), to better promote student career development on a large scale.
12. Created first annual Nursing School Job Fair in partnership with the School of Nursing on the Texas State Round Rock Campus. Successfully coordinated 14 other job fairs with 58 students and eight employers attending.
13. Campus interviewing showed an 86 percent increase in new employer participation. The number of employers coming to campus for tabling events tripled over the previous year; twenty-eight evening employer information sessions with a total number of 627 students in attendance were organized this past year.
14. Texas State is now ranked in the Top 5 Universities in the nation with the highest number of offers accepted for the Disney College Program.
15. Successfully integrated four new staff members (two PACE Career Counselors, one Career Advisor and one Office Manager) into existing physical space. Also, for over 25 days of campus interviewing, successfully obtained space in the LBJSC to house career counselors/clients and coordinated the logistics of both employer interviews and student counseling sessions.
16. Increased the number of campus jobs openings posted on Jobs4Cats (regular wage: +36 jobs, work study: +60, both: +14 jobs, GRA: +12 jobs) bringing the total number of posted campus job openings to 530.

Progress on the 2004 – 2012 Administrative Support Plan:

**Dept. Strategy:** Compile “Student Success Stories” and feature them on-line on our website, academic department websites, YouTube account, etc.

**FY 2005-2009 Comments:** Completed, with ongoing updates. The videos have been renamed “Bobcat Career Clips” and are now posted on YouTube. Two new “Student Success Stories” were added in 2011-2012. A total of 25 YouTube videos were created during the year.

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

**FY 2006-2009 Comments:** Implemented and ongoing. Alumni Relations developed a new alumni directory and included an option to make alumni available for informational interviews. During the 2011-2012 academic year, consideration of the CSO System’s ability to support this function was reviewed.

**Dept. Strategy:** Expand services offered at satellite offices.

**FY 2008 Comments:** Maintained number of liaison-based events from last year (37 events) and conducted outreach (tenting, kick-off, etc.) approximately 15 times to promote events, job fairs and campus interviewing.

**Dept. Strategy:** Expand on-line viral marketing.

**FY 2008 Comments:** Added a Career Services Pinterest page to our social media resources. Career Advisors maintained and expanded our presence in the following social media outlets: LinkedIn (44.7% increase in group membership), Facebook (57.8% increase in page likes), YouTube (65% increase in videos), Blogger (161.8% increase in views) and Twitter (48.7% increase in followers). Incorporated Quick Response (QR) codes into marketing and employer relations. Incorporated interactive social media elements into kick-off event and created social media handouts.

**Dept. Strategy:** Standardize feedback forms on web site to ascertain customer satisfaction and suggestions for improvements.

**FY 2009-2012 Comments:** As noted before, no progress has been made, Career Planning hopes to provide writing support to put this feedback system in place.

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

**FY 2009-2012 Comments:** With the launch of the PACE program, and the hiring of two PACE career counselors, we have insured close ties with University College.

**Dept. Strategy:** 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, etc.

**FY 2009-2012 Comments:** The use, marketing, and options relating to distance services have all continued to expand. Both phone counseling and 48-hour Resume Reviews are up. More online resources are in place, and made known to potential distance clients.

**Dept. Strategy:** Continue opportunities for graduate counseling development, formalize the process with certificates of completion. Market opportunities to area graduate programs.

**FY 2008-2012 Comments:** Have made wide range of professional development available to graduate counselors, those both past and present. No official certification process yet.
**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 on career development within PACE’s US 1100 classes will allow ample opportunity for introducing our services to first-year students.

**Dept. Strategy:** Integrate a graduate counselors into the satellite outreach program, to actually provide a sample of the services we are there to market.

FY 2007-2012 **Comments:** Though more needs to be done, graduate counselors support many special events, such as Rock Yo’ Resume, Job Search Boot Camp, and major job fairs.

**Dept. Strategy:** Decrease the “No-Show” rate for counseling appointments from 20 percent to 10 percent, thereby serving more students overall.

FY 2007-2012 **Comments:** No-Shows are at or below 10 percent for the fourth year in a row.

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

FY 2006-2012 **Comments:** Increasing use of phone appointments, online resume reviews, video interviewing and Alkek’s new online options will expand the number and versatility of contacts.

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

FY 2006-2012 **Comments:** Hired and trained one Work Study Peer Advisor.

**Dept. Strategy:** Collaborate with Academic Affairs and other Student Affairs departments to create a student portfolio system.

FY 2006-2012 **Comments:** PACE has implemented the TK-20 system, there is no need for us to take action on this strategy. We will benefit from the TK-20 information.

**Dept. Strategy:** Develop closer, collaborative relationships with MSA and ODS to promote, ensure underrepresented students are aware of and encouraged to use our services.

FY 2008-2010 **Comments:** Work continues with MSA (in some First Gen and Veterans support), and ODS (WRP and some Asperger’s support). Hope to increase ties with ODS and MSA on events, workshops, referrals.

**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:** As before, upgrade and expansion nearing completion. Periodically update.

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

FY 2007-2009 **Comments:** We are paring down our aging physical library resources. However, we are making more e-resources available and our partnership with Alkek has increased in online resource subscriptions.

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

FY 2006-2009 **Comments:** Established office liaison with The Graduate College. Close contact maintained with associate dean, introduction of Online Graduate College Information Fair.

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

FY 2006-2008 **Comments:** Completed, with updates. Now seek to assess if our services help to lessen client anxiety level.
FY 2006-2008 Comments: Learning outcomes will be adjusted for 2012-2013 academic year.

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: Pending: List forwarded to Alkek, to build comprehensive list of career resources for three sites: Alkek, LBJSC, PACE.

Dept. Strategy: Collaborate with academic internship coordinators to post all current campus internships sites into Jobs4Cats database.
FY 2005 Comments: Continue to work on this activity with departments, (i.e. Chemistry, Engineering, Engineering Technology, Fashion Merchandising, Finance, Geography, Journalism and Mass Communication, Political Science, and all departments in the College of Health Professions). Jobs4Cats tutorials are available for faculty to train them on “How to Post Jobs in J4C”.

Dept. Strategy: Collaborate with departments to streamline their internship programs.
FY 2006 Comments: Implemented and ongoing. No new info.

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

Dept. Strategy: Create job shadowing brochures - one for employers and one for students.
FY 2007-2009 Comments: Implemented and ongoing. Brochures were uploaded to website. An established Winter Break Job Shadowing Program is being discontinued and now students work with their College Liaisons to request job shadowing in an ongoing format, thus brochures are being eliminated.

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: 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: Implement an "Intern of the Year" award program for Texas State students.
FY 2008-2009 Comments: Not yet implemented. Campus will be informed about opportunity to submit applications for the CEIA competition.

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. Liaisons are now responsible for programming within the respective colleges.

Dept. Strategy: Reformat existing Job Fairs – offer more “specialized and virtual job fairs”.
FY 2008-2012 Comments: Added Science, Technology, Engineering, & Math Job & Internship Fair and Non-Profit Fair; continue to explore other “niche” or virtual job fairs such as an Off-Campus Part-Time Online Job Fair. Added the Nursing Job Fair in Fall 2012 and Graduate School Virtual Fair.
**Dept. Strategy:** Collaborate with departments/faculty to streamline the notification process to students of on-campus recruiting and interviewing opportunities.

FY 2009 **Comments:** 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. Made direct contact with students through J4C and distributed OCI information to Liaisons to send to faculty and students in their respective colleges.

**Dept. Strategy:** Create a virtual “off-campus” Part-time Job Fair.

FY 2009 **Comments:** Implemented and on-going.

**Dept. Strategy:** Collaborate with academic units to increase the number and scope of on-campus internship sites.

FY 2009 **Comments:** Continue to publicize this service and work with any interested parties.

**Dept. Strategy:** Collaborate with department internship coordinators to create an on-line orientation for new interns who are getting academic credit for internships.

FY 2009-2011 **Comments:** An online handbook for students who want to pursue internships was added as a link to our website in Fall 2009. No new info and now a role of the college liaisons.

**Dept. Strategy:** Expand the job shadowing program to capstone classes in MCBA and College of Fine Arts and Communication taught during the summer semester.

FY 2009-2011 **Comments:** No progress. This strategy has changed with job shadowing being requested through liaisons.

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

FY 2010 **Comments:** Will create a faculty reference guide for employers, which can be emailed and posted on 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. This is now the responsibility of the college liaisons in collaboration with the Employer Relations team. A new brochure was created in spring 2012 and the Employer web pages were updated when the new website went live.

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

FY 2010-2012 **Comments:** Not yet implemented.

**Dept. Strategy:** Expand PowerPoint offerings to create a comprehensive training program for supervisors and student employees.

FY 2008 **Comments:** Completed. This strategy has been revised for 2012-2017 plan.

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

FY 2010 **Comments:** Not implemented.

**Dept. Strategy:** Optimize the use of Federal Work-Study funds by both students and departments.

FY 2008 **Comments:** Implemented with limited success.

**Dept. Strategy:** Create virtual Community Work Study Orientation.

FY 2009 **Comments:** Implemented. This strategy has been revised for 2012-2017 plan.
Dept. Strategy: Create mandatory Community Work study orientation.  
FY 2007 Comments: Implemented and ongoing.

Dept. Strategy: Revamp and standardize our student employee training and supervision model for our student employees (Career Associates).  
FY 2009 Comments: Implemented and ongoing.

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.  
FY 2007 Comments: Implemented and ongoing. Strategy has been revised for 2012-2017 plan.

Dept. Strategy: Achieve 100 percent student enrollment in Jobs4Cats.  
FY 2009 Comments: Not yet implemented.

Dept. Strategy: Implement a “click to hear” audio of web site content.  
FY 2012 Comments: Strategy is being researched.

Assessments for 2011-2012  
Numerous assessments were administered to students, employers and other stakeholders during the year. Below are a few examples:

1. **Outcome** – Career counseling clients from October and November, 2011, and March and April, 2012, responded to an online survey and yielded generally positive ratings. Notable among these, on an agreement scale from 1 (low) to 4 (high), were: “Less nervous about professional direction” (3.77), “Career concerns were addressed” (3.46), and “More likely to complete degree” (3.60). All areas surveyed showed increases over last year, and all but one were above the 3.0 mark. **Improvement** – Lower scores in areas such as “More certain of professional direction” (3.00) and “More confident of interview skills” (2.98) may reflect job search concerns more fully tied to the economic situation, and may warrant more specific consideration.

2. **Outcome** – 14 of 26 career counselors who met with clients during 2011-2012 reported whether they felt their clients’ anxiety had been lessened as a result of counseling. The counselors stated that a greater proportion of clients in for resumes or cover letters seemed less anxious (90.1 percent), followed by practice interview participants (85.8) and career exploration clients (80.1), then lastly general job search clients (73.6). These numbers, too, were all higher than those compiled last year. **Improvement** – Counselor self-report is not the most accurate gauge of client satisfaction, however these observations provide an intuitive snapshot of client perspective. Those visits allowing for the most concrete improvement, such as resume reviews or practice interviews, may allow clients the most relief. Other less defined discussions, career exploration and the job search in general, may leave more room, and less remedy, for anxiety.

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” (4.66), “Level of Assistance” (4.46) and “Professionalism” (4.70). From the participating students’ perspectives, the interaction was equally satisfactory: “Expectations Met” (4.38), “Gained Insight” (4.71), and “Opportunity to Learn” (4.51). **Improvement** – For years, these ratings for both employers and students have continued to be very high. This job shadowing program will change and provide a template to build on the experiential component for the new PACE program for first-year students and through the liaison model.
4. **Outcome** – Employers participating in 2011-2012 On-Campus Interviewing (OCI) completed evaluations of their recruiting experience, rating students’ preparation for the interviews. Texas State students were rated on various criteria, 1 (low) to 5 (high). For the first time, all two-semester criteria averages were above 3.75. In fact, all averages for the Spring semester were above 4.0. Highest overall ratings were in the areas of “Professional Appearance” (4.28) and “Communication/Interpersonal Skills” (4.06). Areas with more room for improvement were “Knowledge of Organization” (3.77) and “Pertinent Closing Questions” (3.87). **Improvement** – Employers’ OCI evaluations will continue to provide students with much-needed feedback to improve their interviewing skills and provide our staff with valuable insights on which job search areas require increased emphasis with students. Accordingly, practice interviews, workshops, and events such as Job Search Boot Camp need to be increasingly promoted.

5. **Outcome** – Overall, student attendance at job and internship fairs increased by 6.3 percent, with 5,767 student participants in 2011-2012 over 5,423 in 2010-2011. Specifically, student attendance for the Fall & Spring Job and Internship Fairs showed an increase over last year from 943 participants in 2010 to 1002 in 2011 (an increase of 6 percent), and in the spring 2011 from 710 participants to 802 in 2012 (another 13 percent increase). **Improvement** – The positive increase in student attendance was a result of new fair initiatives and a location change to the central campus in the fall. As the economic conditions improve and more employers recruit on-campus, students will continue to have more job and internship opportunities. The Career Services’ liaison model with the university’s nine colleges will also facilitate outreach and marketing efforts to increase student awareness and faculty support of our job fairs.

**Presentations Offered by Department Staff**

In addition to the 384 campus presentations offered to 15,560 students, a total of 21 presentations were offered to various off-campus audiences:

**Curt Schafer**
- Presenter, 2011 Houston Area Career Center Consortium Drive-in Workshop
- Presenter, Vector Marketing Southwest Regional Meeting
- Presenter, San Marcos Business Roundtable
- Presenter, American Association for Employment in Education Annual Conference
- Presenter, CenTex Operational Excellence Consortium Quarterly Meeting
- Presenter, 2011 Southern Association of Colleges and Employers (SoACE) Annual Conference
- Presenter, 2012 San Antonio Colleges and Universities Career Centers Association (SACUCCA) Drive-in Workshop

**Norma Guerra Gaier**
- Presenter, 2012 National Association of Colleges and Employers (NACE) Conference
- Presenter, 2011 SoACE Conference
- Presenter, 2011 Houston Area Career Center Consortium Drive-in Workshop
- Presenter, San Antonio Northside Chamber of Commerce
- Presenter, Multicultural Curriculum Transformation and Research Institute
- Presenter, Migrant Leadership Academy

**Allison Birk and Haley Way**
- Co-presented to Rural Talent Search students at Goodnight Middle School
Miguel Guerrero
- Presented to Chapultepec Housing Community as part of their self-sufficiency program
- Staffed table at the San Marcos Education Foundation Resources Fair for Career Services

Greg Hill
- Taught Graduate-level Career Counseling Course at St. Edward’s University
- Presented to MEd and PhD Practicum Fairs at UT-Austin and St. Edward’s University

Kim Nelson
- Presented to two groups of CAP Camp P-16 Initiative high school students

Chris Jones
- Presented to the Education Foundation Resource Fair
- Presented to church community on job search strategies

Special Recognitions for Department and/or Staff

Allison Birk
- Serves as the Publicity Chair for the Association of Women in Communication – Austin Chapter
- Serves as the Communication Coordinator for the Texas State Alumni Association – Austin Chapter
- Member of the PAWS Preview Committee
- Serves as Texas State Mentor

Kim Nelson
- Received Outstanding Staff Service Award from Geography Department
- Elected to Staff Council
- Hired as University Seminar Teaching Intern/Instructor

Chris Jones
- Attended NACE Management Leadership Institute

Miguel Guerrero
- Served on the Sallie Beretta Outstanding Woman scholarship selection committee for 2nd year
- Appointed to the All Males Initiative committee
- Member of the San Marcos Manufacturing Association
- Co-Advisor to the First Generation Student Association

Haley Way
- Certified as Licensed Professional Counselors in the State of Texas after completing 3,000 supervised LPC hours as an LPC Intern

Greg Hill
- Serves on Veterans Advisory Council
- Received 10-year service award
- Serves on Student Affairs Assessment Team
- Continued certification as Supervisor for Licensed Professional Counselors
Casey Menn
- Serves as a member of the John Knox Ranch Board of Directors and the organization’s Budget Committee
- Serves as a Children’s Grief Program Volunteer for Hope Hospice in New Braunfels, Texas
- Serves as a Texas Master Naturalist Volunteer for Comal County

Graduate Counseling Interns
- Kate Robbins also received LPC Certification from the State of Texas
- Barry Polin was hired as an academic advisor with Texas State’s College of Education
- Thadra Vrubel was hired as a counselor for an area hospice facility

Karen Julian
- Karen Julian became a certified Veterans Service provider and a certified Ally of Texas State
- Campus Liaison to The Washington Center and Disney College Program

LaTonya Henry
- Elected co-chair of the San Marcos Salvation Army service unit
- Served as Secretary for the Black Coalition of Faculty and Staff

Norma Guerra Gaier
- NACE – Principles Committee
- Elected to NACE Board of Directors
- SoACE Strategic Exploratory Committee
- SoACE Professional Development Liaison for Knowledge Group
- Professional Development Chair for SACUCCA
- Employer Advisory Board Chair for SACUCCA
- SACUCCA Drive-In Conference Committee
- San Antonio Chamber Education/Workforce Committee member
- Appointed to the University Read Across the Plan Committee
- Disciplinary Review Team for CASO
- Mentor for Emerging Star Student
- Screening Committee Member, Assistant Dean for Assessment – University College
- Taught US 1100 Class – PACE Pilot Section
- Trained all US 1100 Instructors on PACE Assignments
- San Antonio Alumni Association Networking Event Planning Committee
- Leadershape Planning Committee

Curt Schafer
- Received 15-year service award
- Serves on the PACE Council
- Taught US 1100 Class – PACE Pilot Section
- Trained all US 1100 Instructors on PACE Assignments
- Serves on the 2011-2012 and 2012-2013 Common Experience Teams
- Serves on the Alumni Focus Group
- Serves on the Educational Staff Development Team
Major Objectives for 2012–2013

1. Continue to define, shape, and implement our role as a partner with PACE and its first-year cohort.
2. Create post-PACE outreach plan for rising sophomores to continue career development and awareness of Career Services benefits.
3. Increase student awareness of online resources to strengthen job search strategies and documents.
4. Increase experiential learning opportunities for students to hone and broaden their professional preparation, image and presentation.
5. Increase student awareness of appropriate social media protocol and job search strategies.
6. Create and implement programs and events to train students in networking and increase the quantity and quality of their opportunities for social engagement with professionals.
7. Expand and improve counseling resources and programs, with emphasis on building our distance services through outreach events and an array of online options.
8. Begin work on enhanced intake process, to better track and assess clients throughout their career development process.
9. Provide video conferencing capability in several interview rooms for student/group interviews.
10. Conduct an institutional analysis and create a comprehensive Employer Outreach Plan.
11. Collaborate with PACE Faculty Liaisons to coordinate employer panels and networking events with special emphasis on those majors who underutilize our office.
12. Collaborate with Student Affairs IT on data capture for co-curricular transcript assessment for the QEP.
13. Achieve 100 percent student enrollment in Jobs4Cats with a custom upload from Banner.
14. Revamp the Jobs4Cats mentoring database to be used to connect alumni and current students.
15. Review Jobs4Cats and implement changes to ensure efficient use of the system by employers and students.

Major Trends and Obstacles for 2012–2013

Trends

1. Social Media – As students’ social media usage continues to expand, we will leverage our social media presence, increase engagement and use social media mediums of all kinds to promote events and services to employers, students and alumni.
2. Common Experience – As our campus grows and the Common Experience becomes more central to uniting the campus community, we will continue to develop programs based on the Common Experience theme.
3. Online Resources – As our new website and other online resources become primary student resources, we will raise awareness about them and incorporate them into advising sessions and presentations.
4. Growing Demand for One-on-One Attention – As students seek one-on-one attention in a rapidly growing campus environment, liaisons will seek out satellite offices or space, take on more student appointments and engage more with their Colleges.
5. Rebounding Economy – While still not at pre-recession levels, job postings in all applicant types increased by 40 percent over last year.
6. Ethical Issues – As the economy rebounds and job offers are more plentiful, there is a tendency for students to engage in unethical job search practices, such as reneging on an accepted job offer.
7. Increased Employer Demands – This is certainly a nice problem to have, but increasingly employers are requesting opportunities to be on campus and would like for us to arrange special events for them to connect with students.
8. **Collaboration with Academic Units** – This will continue to expand with the implementation of our college liaisons, as well as, the PACE Faculty Liaisons.

9. **Technology** - This perennial trend is shifting to an emphasis on equipment, resources and training on the concept and practice of “virtual presence.”

10. **Increased Demand for Part-time Employment** – Students (and their parents) are increasingly eager to secure part-time jobs to aid in financing their degree.

**Obstacles**

1. **Space** - We are constantly facing facility limitations for campus interviewing, job fairs, career counseling, group presentations, etc. Staff must be displaced to use all of the interview rooms when they are fully booked for employers. The LBJSC Ballroom presents limitations in regards to the number of employer tables we can set up for job fairs, but the location is much more attractive to students, employers, faculty and staff. Strahan Coliseum continues to be a nightmare to reserve because of athletic schedules and the high rental, equipment and parking costs. In short, space issues are at the point of restricting what we can do to help students. We have been as creative as we can be, but we desperately need help.

2. **Staff** – We still need to hire 3 additional Career Advisors to complete our College Liaison model. To avoid exacerbating the space problem cited above, the liaisons will work mostly in remote locations in their respective colleges.

3. **Student Population Growth** – As the student body grows larger we will need to come up with wider-reaching and more creative ways to reach under-served student populations (who may not come into the office or be near LBJ), remote students (like those at the Round Rock campus) and other hard-to-reach student groups. We will likely see an increase in students with special needs and problems, including mental health issues that might affect their job searches.

4. **Impact of PACE** – As the PACE program is implemented this year, we will be monitoring very closely the impact that it has on all other areas of Career Services. As students matriculate in the coming years, the challenge will be to provide a “continuity of care” for upperclassmen.

5. **Student and Alumni Engagement and Event Participation** – We will need to focus on awareness and marketing outreach campaigns to ensure that student and alumni participation at events matches the marked upswing in employer attendance at events, programs and on-campus recruitment events and activities.

6. **Student Awareness of Appropriate Social Media Usage** – As Career Services’ social media presence grows, so does students’. We will need to educate the student body on creating a professional virtual presence to enhance students’ job search and professional success.

7. **Increasing Underserved Student Population** – As the number of international, veteran, minority and other under-served students grows at Texas State, we will need to network with employers to create job opportunities for them and learn specialized advising strategies to counsel and assist them.

8. **Student Debt** – Increasing student debt levels will affect career and job choices, with passion for a subject or a career field possibly taking a backseat to financial stability.

9. **Direct Student Access by Employers** – Employers can now more easily contact students, faculty and staff directly and circumvent Career Services in order to search for candidates to fill positions. This information goes unreported to Career Services until problems arise.

10. **Assessment and Data** – With an increasing number of students, employers, services and activities, capturing accurate data and conducting proper assessments are daunting tasks. Certain assessment data will have to be provided on the PACE program for SACS accreditation purposes, but collecting other data will be a challenge.