Major Accomplishments/Retention Initiatives for 2012 - 2013

1. Successfully hired experienced and diverse staff members, including an Associate Director, Career Counselor, Graduate Research Assistant for Student Success, and two Career Advisors/College Liaisons (one newly funded Career Advisor to advance our initiative to establish a full-time liaison for each College); Associate Director promoted to Director.

2. Career Counseling face-to-face sessions realized a 19% increase over last year, with 4960 student contacts.

3. PACE Career Counselors were successful in their new role within the PACE Center and conducted over 1,000 individual counseling sessions, as well as established their essential roles in New Student Orientation. Plus, several graduate counselors provided on-site career counseling support to meet the overwhelming first-year student demand for our services.

4. Distance counseling options, including email, phone, and video contacts, as well as strong online resources such as Interview Stream, Going Global, and Candid Careers were successfully implemented. New resume-building tool, CareerBeam was integrated into PACE experience and 1,753 48-Hour resume reviews were conducted.

5. Recruited, trained, supervised, and retained graduate counselors in ever-increasing numbers, from seven different counseling programs, four different universities, all toward one end: helping thousands of students find and pursue their career aspirations.

6. Four out of five Career Advisors/College Liaisons successfully secured office space in their respective Colleges to offer on-site office hours, resulting in an additional 450 one-to-one student appointments.

7. Targeted programming for students in specific Colleges included:
   a. Diverse programming for over 450 students during Liberal Arts Week and organized targeted study abroad event (in support of Common Experience) attended by nearly 200 students.
   b. Successful launch of the inaugural Science and Engineering Week.
   c. Elevated programming portfolio offered to McCoy College of Business students, including, professionalism, LinkedIn account creation and navigation, job fair preparation, internship opportunities, interviewing skills and conference/professional etiquette. Offered 31 presentations, reaching 745 students, in addition to Career Services series featuring 6 presentations for over 85 participants.
   d. Creation and delivery of over 25 diverse programs and presentations to serve the targeted needs of students in the College of Applied Arts.
   e. Increased awareness and supported the Common Experience theme of globalization for College of Education students by hosting education
recruiting guests from the Khartoum American School (Sudan, Africa),
First Decision Education Group (China) and Epik (Korea).

8. Developed and offered two new critical programs to support student success
1.) An inaugural Professional Etiquette Dinner (sold-out), funded by Coke
funds, and 2.) An all-day Career Preparation and Transition – Life after
College program hosting 35 students.

9. Increased awareness and supported the Common Experience theme of
globalization by offering a very successful Externship Day hosted by numerous
global employers in the Greater San Antonio Area.

10. Employer Relations and Outreach partnered with the Department of Criminal
Justice to coordinate the first annual Criminal Justice Job & Internship Fair. In
addition, successfully coordinated 15 other job fairs with employer
registrations averaging an increase of 52.4% in the fall semester and in the
spring 30.5 %.

11. Coordinated the first SWAPLA Caravan Law School Fair with 64% of the law
schools registering for the fair at Texas State.

12. Coordinated and conducted 43 in-person meetings with new employers/new
recruiters interested in establishing or continuing a presence on campus,
representing a 59% increase over last year. In addition, 25 conference calls
were scheduled with new employers to discuss employer services, representing
a 39% increase over last year. Collaborative relationship with University
Advancement yielded several new employer relationships.

13. On-Campus Interviewing realized an 86% increase in new employer
participants coming on campus to recruit students. The number of employers
coming to campus for tabling events tripled over the previous year. Twenty-
eight information sessions with a total of 627 students in attendance were
organized this past year.

14. Intentionally conducted employer outreach visits to 9 new companies and
attended 2 employer open houses.

15. Optimized the use of technology to create an in-house appointment reminder
system, welcome desk contact tracking report and remote work stations for
college liaisons; integrated the job shadowing program into the online Bobcat
Career Contact mentor database; and created informational resource video
outlining the on-campus interviewing program, with over 660 views to date.
Social media stats are all up by at least 40% from last year: 2,415 Twitter
feeds; 2,348 Facebook Likes; 3,269 LinkedIn members; and 31,359 YouTube
views.

16. Jobs4Cats continues to be the platform for posting employment opportunities
for Texas State students, representing 4,105 full-time positions; 1,389
internships; 1,394 part-time off-campus jobs, and 271 college work-study
employment positions.

Progress on the 2012 - 2017 Administrative Support Plan (Strategic Initiatives)
Dept. Strategy: Implement group and technology-based presentations to leverage
limited human resources in the career planning area.
FY 2013 – 2017 Comments: In process. In keeping with this initiative, clients seem to be making greater use of distance options such as phone, video, Skype and email contacts, as well as online resources such as GoinGlobal, InterviewStream, Candid Careers, CareerBeam Resume Builder. Additionally, 1,753 48-Hour resume reviews were conducted.

Dept. Strategy: Add a full-time Career Counselor position in 2015 to accommodate the increase in the student population, as well as, the increase in requests for career services from upperclassmen who have gone through the PACE program as freshmen.

Dept. Strategy: Improve the intake of career counseling clients by developing a survey that combines presenting concerns, customer satisfaction ratings and the integration of learning outcomes into counseling sessions.
FY 2013 – 2017 Comments: In process. Continuing to research best content, based on ongoing assessments and outcomes, for possible integration into tablet, or similar tech, format.

Dept. Strategy: Integrate an ongoing series of focus groups to supplement current assessment of outcomes and provide qualitative information for both marketing and future surveys.
FY 2013 – 2017 Comments: In process. Participating in focus group administration with Assessment Team, in preparation for facilitating focus groups for our department.

Dept. Strategy: Hire an additional Career Advisor in 2012, 2013 and 2014 to allow a career services staff member to be assigned to each College on campus.
FY 2013 – 2017 Comments: In process. Student Service Fee funding secured for new Career Advisor who started in Fall 2012 and Fall 2013. Will continue to seek permanent funding for additional Career Advisors to meet the growing demands of our increasing student population.

Dept. Strategy: Engage in regular formal meetings with Academic Advising Centers and student organizations in each college to increase student use of programs and services.
FY 2013 – 2017 Comments: In process. College Liaisons participate in Academic Advising Centers’ regularly scheduled meetings and utilize an intentional online marketing campaign to share resource information with Academic Advisors and student organizations. In addition, on-site satellite offices for 4 Career Advisors have been instrumental in outreach efforts.

Dept. Strategy: Identify and establish a CS-affiliated student association to serve as a forum and advocacy group for career development issues.
FY 2013 – 2017 Comments: In process. Held a brown bag lunch series in Spring 2013 as a pilot program, but student attendance was less than anticipated. More development is necessary.
**Dept. Strategy:** Establish an Experiential Learning Advisory Council (ELAC) in each college comprised of faculty (internship coordinators) and employers to raise awareness of experiential learning opportunities, trends and best practices.

**FY 2013-FY 2017 Comments:** In process. Directory of all internship coordinators has been updated and ELAC models are being researched with peer institutions.

**Dept. Strategy:** Create alumni networks, in collaboration with PACE Faculty Liaisons, for each College to offer specialized programming, panels and networking activities in an effort to feature alumni as key career resources.

**FY 2013-FY 2017 Comments:** Implemented and ongoing. Provided assistance to College of Health Professions Faculty Liaison to create a panel on career paths for Communication Disorders majors. College of Liberal Arts Fair, McCoy College of Business and College of Mass Communication efforts were also established.

**Dept. Strategy:** Offer professional development workshops for faculty and internship coordinators regarding new developments pertaining to internships standards, guidelines and legal, ethical implications.

**FY 2013 – 2017 Comments:** In process. Career Advisors/College Liaisons are compiling a contact list of faculty and internship coordinators; professional literature review in progress and presentation materials have been developed.

**Dept. Strategy:** Conduct a comprehensive assessment of currently online resources and tools to identify resource needs for students in their respective academic majors.

**FY 2013 – 2017 Comments:** In process. Online and paper resources highlighting career information and options for each major offered at Texas State are in the process of being updated.

**Dept. Strategy:** Develop resources and deliver presentations on the concept of virtual career presence.

**FY 2013 – 2017 Comments:** Implemented and ongoing efforts to educate our students on professional online profiles on Facebook, LinkedIn, YouTube, etc. are being offered to students via programming and online tools.

**Dept. Strategy:** Implement the use of effective technology tools to deliver virtual programs that facilitate experiential learning activities, such as informational interviews, job shadowing, mentoring connections and global contacts for internships and jobs.

**FY 2014 – 2017 Comments:** pending.

**Dept. Strategy:** Expand student access to employer networks and distance interviewing opportunities through high-end technology.

**FY 2013 – 2017 Comments:** Implemented and ongoing. Career Services purchased one dedicated Dell laptop that is used for Skype interviews. It is kept in the OCI area, and solely used for student interviews. In the Spring 2013 semester, 12 student Skype interviews were conducted.
Dept. Strategy: Collaborate with Career Services College Liaisons and PACE Faculty Liaisons to coordinate employer panels and networking events. Special emphasis will focus on engaging students in majors that under-utilize our services. FY 2013 – 2017 Comments: Implemented and ongoing. Programs offered in support of College of Health Professions, College of Liberal Arts, College of Applied Arts, College of Science and Engineering, College of Mass Communication and McCoy College of Business.

Dept. Strategy: Partner with all service providers and student organizations for veterans to develop employer networking events targeted for those students. FY 2013 – 2017 Comments: Initial research and intentional employer outreach efforts are in process.

Dept. Strategy: Implement a “business card reader” process at job fairs and campus recruiting functions in order to create a robust contact management system. FY 2013 – 2017 Comments: Implemented and ongoing, resulting in an efficient system for accurate contact information on employer contacts for student use.

Dept. Strategy: Create professional development workshops for employers in order to enhance opportunities for our students. FY 2013 – 2017 Comments: Initial progress made in the development of workshop materials highlighting NACE ethics and professional standards.

Dept. Strategy: Collaborate with campus IT staff to automate student profile creation. FY 2013 – 2017 Comments: On-going. A discussion on the use of Shibboleth to create a single sign-on for students to link multiple software programs began in FY13. The university has not taken further action on Shibboleth. Other alternatives are being explored.

Dept. Strategy: Develop a system to conduct regular reviews of Jobs4Cats and implement changes to ensure efficient use of the system by students and employers. FY 2013 – 2017 Comments: Developed system not yet implemented; although CSO Users’ Conference provided best practices approaches to system utilization that are being explored.

Dept. Strategy: Develop comprehensive training materials and online resources for campus supervisors of student employees. FY 2013 – 2017 Comments: Not yet implemented; although some progress has been made in resource development.

Assessments for 2012 – 2013
Numerous assessments were administered to students, employers and other stakeholders during the year. Below are a few examples:

1. **Outcome** – Paper surveys submitted by career counseling clients throughout the year yielded generally positive ratings. Notable among these, on an agreement scale from 1 (low) to 4 (high), were: “Less anxious about my academic plans” (3.44), “Less anxious about my career direction” (3.27), and “Less anxious about my job search skills” (3.30). All three areas were also surveyed online (sent to clients seen in October and November, 2012, and March and April, 2013). All ratings, both in person and online, were at or above the 3.0 mark. **Improvement** – All scores were slightly lower than last year, though these ratings were more specifically aimed toward the criterion of reducing anxiety. Possibly, more emphasis needs to be placed on this outcome, both in training and supervision of counselors, especially given current economic concern.

2. **Outcome** – 16 of 28 career counselors who met with clients during 2012-2013 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 (90.4 percent), followed by general job search clients (83.6) and career exploration clients (83.1), and lastly practice interview participants (82.8). **Improvement** – Counselor self-report is not the most accurate gauge of satisfaction; however these observations provide an intuitive snapshot of client demeanor. Those visits allowing for the most concrete improvement, such as resume reviews, may allow clients the most relief. Other less defined discussions, career exploration and the job search in general, may not be as effective in doing so. And practice interviews may in fact prompt more anxiety than they displace.

3. **Outcome** – Paper surveys submitted by PACE’s first-year student clients throughout the year yielded generally positive ratings. Notable among these, on an agreement scale from 1 (low) to 4 (high), were: “Less anxious about my college transition” (3.25), “Less anxious about my classes” (3.22), and “Less anxious about choosing a major” (3.28). All three areas were also surveyed online (also sent to clients seen throughout the year). All ratings, both in person and online, were at or above the 3.0 mark. **Improvement** – Since this is the first full year of Texas State’s PACE program, and Career Services’ participation in it, these ratings will serve as a benchmark for subsequent surveys.

4. **Outcome** – Career Information Events, such as company-sponsored information sessions and workshops presented by Career Services staff members, were highly rated by student attendees. On average, significant increases in knowledge (before an event, as compared with after that event) were reported in the areas of resume writing (3.30 to 4.38), interviewing skills (3.09 to 4.46), and the job search process (3.05 to 4.06). Student attendees also gave high average ratings for program satisfaction (4.43), quality of speaker (4.69), and relevance of information (4.66). **Improvement** – Despite
the apparent utility of these events, low attendance continues to be a problem. Perhaps the favorable feedback which is routinely generated by these events can somehow be integrated into marketing efforts to remedy a somewhat apathetic turnout.

5. **Outcome** – Because the Mentoring Database is in its first year, both its use and evaluation have been severely restricted. Though the database now includes more than 250 employers who seek to provide Texas State students with experiential opportunities, so far only 27 students have taken advantage of this database. Though survey response was limited, ratings on behalf of both participating students and the employers who helped them were very high. Employer ratings, on a scale from 1 (low) to 5 (high), of student participation were: “Interest and Enthusiasm” (5.00), “Level of Assistance” (4.00) and “Professionalism” (5.00). The student perspective was equally satisfactory: “Expectations Met” (4.00), “Opportunity to Learn” (4.51), and “Knowledge of Career Increased” (5.00). **Improvement** – For years, these same ratings (of Career Services’ more structured Job Shadowing program) have been as high, if not higher. More energy, however, will have to be dedicated to making students aware of this experiential opportunity, in its current form, and as the next building block for first-year students via US 1100 and moving beyond PACE.

6. **Outcome** – Employers participating in 2012-2013 On-Campus Interviewing (OCI) completed evaluations of their experience interviewing Texas State students, rated on various criteria, 1 (low) to 5 (high). Five out of eight criteria averages were above 3.75. Highest overall ratings were in the areas of “Professional Appearance” (4.18), “Communication/Interpersonal Skills” (3.89), and “Resume” (3.88). The remaining three criteria were all rated well above 3.5, but remain areas for improvement: “Knowledge of Organization” (3.57), “Ability to Market Self” (3.67), 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 other career information events need to better improve students’ company research, self-marketing, and their choice of closing questions.

7. **Outcome** – Employers participating in Career Services’ 18 job fairs this year were mixed in their ratings of student attendees. On a scale of 1 (low) to 10 (high), employers gave students their highest rating for “Overall Professional Presentation,” at 7.94. However, areas such as “Resume” (6.16) and “Knowledge About Your Organization” (4.88) fell well short of that mark. However, in other positive feedback, on a five-point scale, employers set student quality at 4.25 and level of preparedness at 4.03. Conversely, student evaluations of the job fairs were decidedly lower. In past years, consistently 80 to 90 percent of students have reported improvement, as a result of their attending the job fairs, in various job search areas. Among these areas were knowledge of companies and their field in general, as well as resume and
communication skills. A change in survey format seems to have resulted in these lower ratings. **Improvement** – We will continue to highlight counseling and workshops relating to interview and job fair preparation, in particular to help improve students’ company research and self-marketing. An expanding marketing staff and more solid liaison structure should assist in raising job fair attendance. Also, it might be best to return to the original student evaluation of job fairs, to better standardize year-to-year assessment results.

**Presentations offered by Department Staff**

**Norma Guerra Gaier**

- Faculty Member – Ethics Trainer, National Association of Colleges and Employers (NACE) Management Leadership Institute, 2013
- Presenter - preconference, NACE Annual Conference, 2013
- Presenter, Southern Association of Colleges and Employers (SoACE) Annual Conference, 2012
- Presenter – webinar, SoACE, 2013
- Presenter (Skype), LSU Career Services Employer Drive-In Conference, 2012
- Presenter, USDA Fellows Career Institute, 2013
- Presenter, San Antonio Northside Chamber of Commerce, 2012
- Presenter, San Antonio Colleges and Universities Career Center Association Student Conference, 2012
- Presenter, Student Affairs Drive-In Conference (GSAC/ACUI Region 12), 2013
- Presenter, Multicultural Curriculum Transformation and Research Institute, 2013
- Presenter, LeaderShape, 2013

**Ralph Leal**

- Presenter, 2013 Women in Leadership Symposium, Texas Diversity Council – Greater San Antonio Area
- Facilitator, 2013 SACUCCA Drive-In Conference & Student Achievement Awards Luncheon

**Karen Julian**

- Co-Presenter, Texas Cooperative Education and Internship Association Conference, 2013

**LaTonya Henry**

- Presenter, 2013 Texas Association for Employment in Education (TAEE) Summer Conference

**Greg Hill**

- Faculty member, Graduate-level Career Counseling at St. Edward’s University
- Presenter, University of Texas Practicum Fair for Med and PhD students
- Presenter, St. Edward’s University Practicum Fair
Allison Birk
- Co-Presenter, Hispanic Scholarship Consortium, 2013
- Co-Presenter, Professional Development Session on Social Media, 2013

Miguel Guerrero
- Presenter, KAD Community Housing, 2013
- Co-Presenter, Hispanic Scholarship Consortium, 2013
- Co-Presenter, Texas Cooperative Education and Internship Association Conference, 2013

Kim Nelson
- Presenter, Texas State Academic Advising Conference, 2012
- Poster session recipient at NACADA (National Academic Advising Association) Conference in San Antonio, 2012
- Presenter, Texas State Globalization Workshop for faculty, 2013
- Presenter, (two presentations to high school sophomores and juniors) at P-16 CAP Camp, 2013

Summer Salazar
- Presenter, New Braunfels Women’s Chamber, 2013
- Co-Presenter, Hispanic Scholarship Fund Summer Program, 2013
- Presenter/Facilitator for StrengthsQuest, Dean of Students Office, 2013

Ross Wood
- Presenter, Campus to Career Veteran Panel / Texas Veterans Commission Summit, 2013

Casey Menn
- Presenter/Roundtable Facilitator, Southern Association of Colleges and Employers (SoACE) Annual Conference, 2012
- Presenter, New Braunfels Downtown Association, 2013

Kate Robbins
- Presenter, “Jobs for Life” to students in Wimberley, 2013
- Co-Presenter, Hispanic Scholarship Fund Summer Program, 2013
- Faculty member, Graduate-level Career Counseling, St. Edward’s University

Special Recognitions for Department and/or Staff

Norma Guerra Gaier
- Board of Directors – College Director, National Association of Colleges and Employers (NACE), 2012 – 2014
- Board Advisor – Principles Committee, 2012 – 2013
• NACE Vendor Membership Model Task Force, 2012
• Faculty Member appointment, NACE Management Leadership Institute, 2013
• SoACE Strategic Exploratory Committee, 2012 – 2013
• Awarded SoACE President’s Recognition Award for Outstanding Service, 2012
• Employer Advisory Board Chair, San Antonio Colleges and Universities Career Center Association (SACUCCA), 2012 – 2013
• SACUCCA Drive-In Committee, 2013
• National Career Center Director’s Benchmarking Group, 2012 – 2013
• Southwestern Advantage Sales Training School, 2013
• San Antonio Chamber of Commerce Education and Workforce Council Member, 2012 – 2013
• Disciplinary Review Team member, 2012 – 2013
• Mentor for Emerging Star Student, 2012 – 2013
• Screening Committee Member, Director of the LBJ Student Center, 2013
• Taught US 1100 class, 2012
• Serve on the PACE Council, 2012 – 2013
• Serve as HR Forum Representative for VPSA, 2012 – 2013
• Serve on Common Experience Team, 2013

Ralph Leal
• President-Elect, San Antonio Colleges and Universities Career Centers Association (SACUCCA), 2013
• Past President, Texas Diversity Council - Greater San Antonio Area Advisory Board, 2012 – 2013
• Attended NACE Management Leadership Institute, 2013

Karen Julian
• Member, Texas Recruiters Association, Austin Human Resources Management Association and Hill Country Human Resources Management Association, 2012 - 2013
• Faculty Advisor, Gamma Phi Beta Sorority, 2012 – 2013
• Advisor, Disney Campus Representatives and MouseCatears student organizations, 2012 – 2013
• Recognized for 15 years of employment at Texas State University
• Serve on the Probation Advisory Council, 2013

LaTonya Henry
• Recognized for 15 years of employment at Texas State University
• Serve on the Leadership Initiatives/LeaderShape Committees, 2013
• Serve on the ICAT Team, 2013
• Serve on Student Affairs Promotional Team, 2013
• Secretary, Black Coalition for Black Faculty and Staff, 2012
Greg Hill
- Serve on the Veterans Advisory Council, 2012 – 2013
- Serve on the VPSA Assessment Team, 2012 – 2013
- Continued certification as Supervisor for Licensed Professional Counselors, 2012 – present

Catarina Dominguez
- Intern, US 1100 University Seminar, 2013
- Member, University College Scholarship Committee, 2013
- Served on several PACE hiring committees, 2012-2013
- Serve on Parent and Family Relations Committee, 2013

Mason Murphy
- Serve on FACES Committee, 2012 – 2013
- Liaison to the International Students Organization, 2012 - 2013
- Member, Family Campaign Committee, 2013
- Article published in national career counseling magazine, 2012

Victoria Hinojosa
- Received two Vice President of Student Affairs Awards - Outstanding Contribution to Student Affairs and Champion of Student Success
- Serve on Community Staff Development Team, 2013

Ron Bowden
- Serve on the VPSA Information Technology Team, 2012 – 2013

Casey Menn
- Received a Certificate of Appreciation from Union Pacific Railroad, 2013
- Board of Directors, John Knox Ranch, 2012

Allison Birk
- Publicity Chair, Women Communicators of Austin
- Communication Coordinator, Texas State Alumni Association – Austin chapter Advisor, Association for Women in Communication – Texas State student chapter, 2012 – 2013
- Serve on PAWS Preview Committee, 2012 – 2013
- Serve on Community Staff Development Team, 2012 – 2013
- StrengthsQuest facilitation training, 2013

Miguel Guerrero
- Serve on Sallie Beretta Outstanding Senior Woman Award Selection Committee, 2012 – 2013
- Serve on All Male Initiative Committee, 2012 – 2013
- Serve on Women in Science and Engineering (WISE) Program Committee, 2013
- Serve on Student Affairs Promotional Team, 2013
Summer Salazar
- StrengthsQuest facilitation training, 2013
- Business and Social Etiquette Certification Training, Etiquette Institute, 2013

Kim Nelson
- University Staff Council, 2012 – 2013
- Serve on Community Staff Development Team, 2012 – 2013
- US 1100 Instructor, 2012

Ross Wood
- Intern, US 1100 University Seminar, 2013
- Serve on McCoy Business Leadership Week Committee, 2013
- Serve on Veterans Advisor Council, 2012 – 2013
- Mentor for student veteran, 2013
- Serve on Parent and Family Relations Committee, 2013

Eden Bunch (GRA)
- Received the 2013 SACUCCA Outstanding Graduate Student Award
- Director of Professional Development, GSAC, 2012 – 2013

Graduate Counseling Interns
- Marie Wallace was hired full-time as a school counselor with Austin ISD.
- Yasir Kurt and Mehmet Avci, both graduate counselors, were accepted into St. Mary’s University’s doctoral program in counselor education and supervision.
- Michele Caponi, who received her Texas LPC in 2011, is now practicing in New York.
- Alison Devlin, graduate counselor, was hired as a career counselor for University of Texas at Austin Undergraduate Studies.
- Melanie Pearce, former GRA, was hired as career coach for University of Texas at Austin College of Natural Sciences.
- Hope Herrington, graduate counselor, hired as Grant Coordinator with Student Support Services.

Major Objectives for 2013-2014
1. Expand and improve counseling impact, strengthening distance services and promoting online resources, toward one-on-one contact with as many students and alumni as is possible.
2. Continue to define, shape, and implement our role as a partner with PACE and its first-year cohort, while working on student transition career services beyond the PACE experience.
3. Begin work on enhanced intake process, to better track clients throughout their career development process, to better standardize its assessment, and build on any inherent marketing possibilities.
4. Increase student awareness of the value of experiential learning opportunities.
5. Provide targeted resources and programs for faculty and internship coordinators regarding the new legal and ethical implications associated with internship experiences.
6. Elevate student awareness of appropriate social media protocol and job search strategies to realize career success.
7. Provide video conferencing capability in several interview rooms for student/group interviews.
8. Collaborate with University Advancement, Alumni Relations and other relevant offices to ensure maximum potential in employer outreach efforts.
9. Partner with Academic Advising offices, department chairs and academic-based student organizations within each College to ensure career programing and resources are available.
10. Streamline key marketing efforts and utilize new media-based technology tools to stretch our reach to growing student population.
11. Assess career fair delivery methods and determine appropriate enhancements to realize more employer and student participation.
12. Promote and increase awareness and utilization of key online career resources.
13. Develop a campus-wide Jobs4Cats campaign and training program to position Jobs4Cats as the premier one-stop resource for job search resources, special events, job fairs, employer contact information and mentoring/shadowing opportunities; collaborate with campus IT staff to automate student profile creation in Jobs4Cats.
14. Create and produce an employer publication to advertise our services and to promote events.
15. Continue to develop and deliver comprehensive training materials and online resources for campus supervisors of student employees.
16. Develop a First-Destination Survey to determine graduating students’ career and educational plans and incorporate the survey into the “exit” process utilized by VPSA.

Major Trends and Obstacles for 2013 – 2014

**Trends:**

1. **Recovering Economy:** As a struggling economy slowly recovers, students will remain cautious, as they approach their own career exploration and job search. With less confidence and greater need for fast, firm answers, need for stability may override students’ career passions for some time to come.
2. **Common Experience:** As our campus continues to grow and the Common Experience becomes a solid center-piece within our campus environment, we will continue to develop programs associated with the theme.
3. **Online Resources:** We have access to several interactive web-based resources to best prepare our students for career success. We will continue to incorporate awareness marketing strategies to ensure that our students benefit from these resources.

4. **Personalized Career Advising/Liaison Model:** As students seek one-to-one attention and their needs are more and more unique in our rapidly growing campus environment, Career Advisors/Liaisons will establish a solid presence within their College, take on more student appointments, and intentionally engage with faculty, academic advisors and students.

5. **Ethical Issues:** as the economy continues to recover and the job search process becomes more active, students and employers will need to have a heightened awareness of the ethical issues involved in this critical process.

6. **Collaborations with Academic Units:** Academic departments are highly aware of the “consumerism” approach that is involved with their programs when attracting students as their majors. In turn, departments are increasingly interested in collaborating with our office to ensure job search resources and opportunities are available for their students, which will result in more targeted programming and services for our Colleges.

7. **Technology/Social Media:** Students will continue to interface with technology tools, in particular, to develop critical networks and contact bases to affect their career opportunities and success. We will play a strong role in educating students on appropriate social media protocol to maximize network development.

8. **Accountability and ROI:** Across the country, we are seeing an elevated need for tracking our students’ career successes in an effort to maintain accountability and to support various ROI formulas that are being promoted via federal, state and university-based systems.

9. **Employer Expectations:** With a recovering economy, we are faced with an increase in employer requests for recruitment services and programs across our Colleges. While this is favorable for our students, we will need to determine a strategy to meet their needs and demands with a very limited staff.

10. **Part-time Employment/On-campus Jobs:** As we welcome our Freshmen and their families to campus, we find a growing request for access to convenient nearby or on-campus job opportunities to support our Bobcats’ financial needs.

**Obstacles:**

1. **Space:** As in past years, we are faced with facility limitations for on-campus interviewing, job fairs, career counseling, group presentations, etc. Staff members are regularly displaced to use all of the interview rooms when they are fully booked with employers. The LBJSC presents limitations, as well, due to the fact that the ballroom is often not able to hold all of the employer booths for our major career fair events. This coming year, we were forced to move two Teacher Job Fairs off-site to Embassy Suites in order to accommodate the employer booths; our prior location, Strahan Coliseum, is no longer a viable options to host our
events. Staff workspace is also a critical issue, as we grow our staff to meet the growing demands of our students.

2. **Staff:** Our goal to have a dedicated Career Advisor/Liaison is in sight; although, we still need to hire two more staff members to complete the model. To avoid exacerbating the space issue noted above, the liaisons are directed to work mostly remotely in their respective Colleges, when feasible space is available.

3. **Student Population Growth:** As our Bobcat population grows by leaps and bounds, we will need to address how we will strategically serve our students, in particular our under-served student populations (students who may not come into the LBJSC or find themselves near the center), remote students (Round Rock campus) and other hard-to-reach populations. We will likely continue to see a rise in students with special needs, including mental health issues, and Veterans, who often have very distinct job search strategy needs.

4. **Impact of PACE:** Our office was faced with the challenge of providing career counseling support to our two dedicated PACE Career Counselors who are housed in the PACE Center when they were not able to meet the demands of the 4300 Freshmen student population. Several graduate career counselors were assigned on a rotation basis to provide direct counseling support. This year, an additional Career Counselor will be hired for PACE, but again, we will most likely find that additional staff will be needed to meet the anticipated 5,000+ Freshmen class. In addition, our office will continue to provide a “continuity of care” for upperclassmen, as they transition into their Colleges from PACE.

5. **Student and Alumni Engagement:** We will need to continue to intentionally partner with Alumni Relations and University Advancement to ensure that student and alumni participation at events and in programs is on par with the marked upswing in employer attendance at events, programs and on-campus recruitment initiatives. In addition, we will seek strong support from Alumni chapters to serve as Bobcat Contacts for our students seeking mentoring and shadowing experiences.

6. **Social Media Awareness:** We will need to continue to make strides in educating our students regarding appropriate social media practices, as more and more employers are using social media platforms to screen out candidates for jobs and internships. In addition, we will need to maintain effective marketing messaging with the dominance of mobile phone application usage, compared to stand alone computer usage.

7. **Consumerism and Return on Investment (ROI):** Increasingly, institutions are being asked to demonstrate their ROI – often, this translates to how successful a graduate is in attaining a job after graduation, rate of pay, relation of job to major, etc. Universities and career centers will feel the pressure to provide data to support their claims on ROI, and we will need a well-defined system and approach that will outline our process for attaining and reporting this information. Not surprisingly, additional resources and staff will be needed to adequately meet the demands for information of this nature, specifically if it is federally or state-based mandated.
8. **Student Debt**: In connection with the ROI issue, student debt levels will drive anxiety surrounding the need for part-time jobs, profitable post-graduation employment, and may ultimately affect career and job choice satisfaction.

9. **Direct Student Access by Employers**: With the influx of social media platforms and professional networks between employers and various faculty/academic departments, there is a rise in employer access to students outside of our office activities. This activity often goes unreported to Career Services until problems arise, and because the activity is unreported, we can often not provide comprehensive utilization data of our services.

10. **Assessment and Data**: As our student population grows, and with that, we engage a growing number of employers who utilize our services, it will be a daunting task to capture accurate data, with our limited resources. PACE program assessment data will be a high priority in support of our SACS accreditation processes.