Major Accomplishments/Retention Initiatives for 2015 - 2016

1. Maintained 5,000+ face-to-face career counseling contacts for the fourth consecutive year in a row (not including Career Advisor appointment totals).

2. According to a preliminary report requested from Institutional Research, 85 percent of the Fall 2014 cohort of first-year students who engaged in career counseling were retained for Fall 2015.

3. The LBJ career counseling staff has maximized their better suited office space and increased counseling services, which now includes a sand tray counseling facility. Counseling staff presented to more than 180 classes, mostly US 1100, BGS, and Applied Sociology, reaching a total of about 3600 students.

4. Received Equity and Access award to work with the Office of Student Diversity and Inclusion to deliver targeted career programs and services to graduates representing veterans, LBGQTIA, and multi-cultural populations.

5. Increased collaboration and support of our veteran population on campus through dedicated programming, staff professional development and special services.

6. Recruited, trained, supervised, and retained graduate counselors in ever-increasing numbers, from six different counseling programs, and four different universities, further solidifying our reputation as a quality internship site for professional counseling graduate students.

7. Employer Relations and Outreach highlights:
   a. Jobs4Cats employment positions posted: 4,418 full-time, 2,106 part-time positions, 1,301 internships, and 205 work study positions.
   b. Executed a successful year of on-campus recruiting efforts:
      i. On-Campus Interviewing: 196 employers and 1,421 students
      ii. Tabling/Outreach: 47 employers
      iii. Information Sessions: 39 employers and 296 students
      iv. Skype interviews: 25
   c. Successfully executed 29 career fairs and events with 1,349 employers and 7,600 students in attendance, resulting in a 20%+ increase over the prior year.
   d. Notable Inaugural Events:
      i. USDA /NIFA Grants & Employment Workshop – The United States Department of Agriculture, the National Institute of Food and Agriculture, in cooperation with the College of Applied Arts, the Office of Research and Sponsored Programs, the Office of the Provost at Texas State University, and Career Services, sponsored a free three-day grant workshop and career event for students, job candidates, faculty and administrators from across the country. The three-day event included a networking reception, an all-day Grants Workshop, and a Career Fair. This was one of the first events held in-person and online with over 280 participants.
      ii. Microsoft Day – Career Services worked closely with Dr. Ted Lehr, Adjunct Instructor, Texas State University - Computer Science, to
facilitate an exclusive event for Microsoft for their first official recruiting efforts at Texas State. The event attracted 358 students to learn more about Microsoft products along with focused talent outreach activities for STEM-related majors. These outreach and career development activities included technology and industry-related discussions facilitated by Microsoft employees, mock interviews by Microsoft hiring managers, and Hack-a-thon competition.

iii. H-E-B Day – In cooperation with the Athletics Department, Career Services collaborated with H-E-B to host a one-day event for students to come learn about various opportunities with their company. Boko and 129 students enjoyed learning more about H-E-B while exploring their opportunities.

iv. FM Leadership Lab – Career Services co-facilitated a grant-funded program with Fashion Merchandising and JCPenney focused on first generation and minority students to assist with career exploration, leadership development, and etiquette. 14 students participated in a 2-day Leadership Lab event followed by a 2-day, all-inclusive, visit and tour of JCPenney Headquarters in Plano, Texas. Students received gift cards to purchase professional attire, participated in 2 full days of professional development, and were flown for an overnight trip to JCP HQ where they heard from the CEO, several Vice-Presidents, sat in the company Quarterly Meeting, and more.

8. Offered faculty numerous presentations and developed resources to raise critical awareness of experiential learning and internships protocols and procedures, from a legal and ethical platform.

9. Hosted the On-Campus and Part-Time Job Fair as part of Bobcat Preview, which resulted in full attendance of first-year students and returning students seeking opportunities.


11. Collaborated with Financial Assistance Office in proactively preparing for the new state law that requires up to 20% of state college work-study to occur off-campus.

12. The Career Closet professional dress initiative completed its first full academic year, serving 133 students. This initiative is a cross-campus collaboration involving the McCoy College of Business Administration, University Advancement, Fashion Merchandising Program, Parent and Family Relations, Texas State University and the Alumni Association.

13. At the request of the Provost, a proposal to manage cooperative education opportunities at Texas State has resulted in a pilot program that successfully shepherded 3 co-op students through the administrative and academic processes with great success.

14. Awarded a generous financial donation from Enterprise Holdings Foundation, which supported a remodeling project to establish the Career Learning Lounge. The upgrade included the purchase of new seating furniture, mobile device charging stands, presentation equipment, and a hot and cold beverage stations for use by the students that visit Career Services.

15. Targeted programming for students in specific Colleges included:
a. Increased engagement with McCoy College of Business Administration resulted in a strong collaborative relationship for Career Services to directly support the operations and logistics associated with recruiting Accounting students.
b. Focused efforts to provide LSAT preparation sessions to Criminal Justice and Social Work majors.
c. Direct career advising outreach efforts is supported by the Dean of Fine Arts and Communication, resulting in office space for the career advisor/liaison.
d. Successfully collaborated with the Student Affairs in Higher Education program to offer annual comprehensive career prep program.
e. Offered on-site Career Advisor to the Round Rock campus on a monthly basis.
f. Collaboration with Housing and Residential Life Learning Community resulted in a successful Education Networking event to engage future teachers with school districts.
g. Established new programs with the College of Health Professions and offered career direction to cohort of Doctorate of Physical Therapy students.
h. Collaborated with the Sociology department to offer Careers in Aging event; in conjunction with the Advising Center and the Dean’s Office, coordinated College of Liberal Arts Advisory Board and Student Networking event.
i. Offered an opportunity for students in STEM to participate in the TechHire CodeSprint, a nationwide White House initiative to identify and employ top tech talent; collaborated with the LBJ Institute for STEM Education and Research to introduce employers and students considering STEM related career tracks.

16. Increased awareness and supported the Common Experience theme of Exploring Democracy’s Promise: From Segregation to Integration by offering a very successful Externship Day hosted by organizations that are historically underutilized businesses along with a speaker panels of minority business owners in Austin, Texas.

17. Career Advisors/Liaisons conducted 1380 face-to-face student appointments and delivered 176 presentations.

18. Social Media Stats— the top three platforms include: LinkedIn Career Services group with 5,091 members; 5,047 people follow the office on Twitter; and Career Services has received 3,545 likes on Facebook. Effective collaboration with University’s Social Media Director to create a strategic plan for social media engagement.

**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 in 2012-2015.

**FY 2012 – 2017 Comments:** On-going. Clients are making greater use of distance options such as phone, video (utilizing Zoom), and email contacts (high usage for 48-hour resume reviews), as well as online resources such as Going Global, Interview Stream, and Candid Careers. During summer, off-campus students are encouraged to make distance appointments.

**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 upperclass students who have gone through the PACE program as freshmen.

**FY 2015 – 2016 Comments:** Completed.
Dept. Strategy: Improve the intake of career counseling clients by developing a survey that combines presenting concerns and customer satisfaction ratings and the integration of learning outcomes into counseling sessions.
FY 2014 – 2017 Comments: In process. A Check-In component has been purchased, utilizing CSO/GradLeaders. The best content for intake is being researched, based on ongoing assessments and outcomes.

Dept. Strategy: Integrate an ongoing series of focus groups to supplement current assessment of outcomes, as well as provide qualitative information for both marketing and future surveys.
FY 2012 – 2017 Comments: In process. This was the last year of the QEP focus group for possible use within our department. Also, former Employer Relations GA presented findings from two focus groups he facilitated.

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

Dept. Strategy: Create professional development workshops for employers in order to enhance opportunities for our students.

Dept. Strategy: Partner with all service providers and student organizations for veterans to develop employer networking events targeted for those students.
FY2013-2017 Comments: Implemented and ongoing. Continue to engage with the Veterans at Texas State (VATS) student organization; continue to have Career Service staff representation on Veterans Advisory Council; offered 6 veteran-focused presentations at the Student Veteran monthly luncheons and 3 SDI Career Prep Week workshops; provided veteran-focused training for all Academic Advisors; and identified veteran friendly employers to assist with career development programming for student veterans and encourage employer participation in VATS events.

Dept. Strategy: Canvas historically under-utilized local employers to develop more part-time job opportunities in diverse fields.
FY 2013-2017 Comments: In process and ongoing. Increased efforts to collaborate with University Advancement, San Marcos Main Street Program including 300 local businesses, San Marcos Chamber of Commerce and Economic Development organization expected to yield solid progress.

Dept. Strategy: Increase the efficiency and effectiveness of the part-time, on-campus student employment process.
FY 2013 – 2017 Comments: Implemented and ongoing. Full implementation of Shibboleth Authentication has occurred which allows the automated creation and update of all current student data to the job management software (Jobs4Cats).

Dept. Strategy: Improve the on-campus student work experience for students and employers.
FY 2013 – 2017 Comments: In progress. The position that oversees student employment was largely vacant for 2015-16 academic year. Plans to offer workshops for students and supervisors in progress.
**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. A request was submitted to add a Career Advisor that would aid in experiential learning objectives and event management. The request was funded at 50%; therefore, the remaining 50% of funding will come from funds that were previously allocated to support a graduate assistant.

**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**: On-going. 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. This engagement strategy has resulted in the establishment of in-college office hours for all six Career Advisors.

**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**: Implemented. The Career Leadership Team was transitioned to an academic honor society, Delta Epsilon Iota. Once the DEI chapter was established on our campus, DEI leadership determined that they would operate under a different business model and they dissolved all on-campus chapters. Texas State members were informed and directed to the national office for membership refunds, if desired.

**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 – 2017 Comments**: In process. Directory of all internship coordinators has been updated and ELAC models are being researched with peer institutions. Currently establishing a model and timeline to create a broader Employer Advisory Board.

**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 have compiled a contact list of faculty and internship coordinators and invited that group to special presentations offered on the latest trends and issues regarding internships. They were also invited to the 3rd Annual Employer Day. Meeting with individual Internship Coordinators are in progress.

**Dept. Strategy**: Conduct a comprehensive assessment of current 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 updated regularly. The project to review and condense the offering of online resources is complete, and the move towards more viable online tools vs. paper tools is progressing.

**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 2013 – 2017. Comments: In process and ongoing. CandidCareers, GoingGlobal and Bobcat Career Contacts in Jobs4Cats offer support in this arena. In addition to these resources, a Success Stories page was added to share recorded interviews of how Career Services assisted them with their career development goals.

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: Completed. This practice has been replaced with LinkedIn and the Career Contacts component in Jobs4Cats. Partnership with University Advancement/Alumni Relations resulted in shared LinkedIn contacts.

Dept. Strategy: Create professional development workshops for employers in order to enhance opportunities for our students.

FY 2013 – 2017 Comments: Held the 3rd Annual Employer Day at Texas State University as previously documented in the report. Evaluations indicated that the event was a success with plans for the recommendations submitted to be included in the planning process for next Employer Day.

Dept. Strategy: Create alumni networks for each College to offer specialized programming, panels and networking activities in an effort to feature alumni as key resources.

FY 2013 – 2017 Comments: Implemented and on-going. Continue to build on the Careers in the Cities program and other alumni outreach efforts to connect them with our students.

Dept. Strategy: Coordinate employer panels and networking events with special emphasis on engaging students in majors that under-utilize our services.

FY 2013 – 2017 Comments: On-going. In collaboration with employers, Microsoft Day, HEB Day, and the USDA/NIFA Grants Workshop and Career Fair were implemented, in addition to various other collaborations.

Assessments for 2015-2016, Student Learning Outcomes

1. Outcome – Computer survey submissions by PACE’s first-year students yielded generally positive ratings. Notable among these, on an agreement scale from 1 (low) to 4 (high), were: “Have a better idea what to major in” (3.47), “See how my interests and skills lead to a career” (3.46), and “In general, my career plans are clearer” (3.35). All three areas were also surveyed online at the end of each semester (sent to clients seen in October and November, 2015, and March and April, 2016). All ratings, both in person and online, were well above the 3.0 (75 percent) mark.

Improvement – This was the PACE program’s fourth full year, and the ratings for all four years for career counseling have exceeded target levels, exhibiting a rising trend. Also, early retention totals for first-year students who sought career counseling exceeded the university average.

2. Outcome – Paper surveys submitted by career counseling clients yielded generally positive ratings. Notable among these, on an agreement scale from 1 (low) to 4 (high), were: “Less anxious about my academic plans” (3.61), “Less anxious about my career direction” (3.60), and “Less anxious about my job search skills” (3.60).
Student clients were also surveyed online (sent to those seen in October and November, 2015, and March and April, 2016), and all surveys, both immediately and online, were above the 75 percent target level. In the five years previous, all ratings, both in person and online, have been well above the 75 percent target.

**Improvement** – The average of all ratings was 3 percent higher than last year, with only two specific survey areas only slightly lower, continuing its rise of the past five years.

3. **Outcome** – 13 of 22 career counselors who met with clients at the LBJSC site during 2015-2016 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 (90.7 percent), followed by practice interview clients (83.9) and career exploration clients (77.3), with a 78.9 average for General Job Search clients.

**Improvement** – Counselor self-report is not the most accurate gauge of client satisfaction. However, these observations provide an intuitive snapshot of client demeanor, which has remained consistent for the past six years, in the order and levels of the ratings. At least from the perspective of the counselors, these visits with a career counselor may allow students a means of reducing their anxiety, regardless of presenting concern.

4. **Outcome** – Career Information presentations, such as those to US 1100 classes and career-related events such as Bobcat Career Launch and the Etiquette Dinner, were again highly rated. On a scale from 1 (low) to 5 (high), student attendees agreed on: Engaging speaker(s) (4.82); Relevant information (4.72); and Help to my career (4.78).

**Improvement** – Ratings averaged 4.77 (or a 95.4 percent equivalency). The number of these events, as well as their attendance, continues to increase. But many more students should attend these workshops, given the consistently high ratings from those who do.

5. **Outcome** – Bobcat Career Contacts (BCC) is in its third full year, but its use and evaluation are still limited. The program still includes nearly 300 employers who seek to provide students with experiential opportunities. However, this year there were also nearly 300 student contacts through the database. Though survey response was low, ratings on behalf of both participating students, and the employers who helped them, were high. On a scale from 1 (low) to 5 (high), student response averages were: “Expectations Met” (4.67), “Opportunity to Learn” (4.33), “Knowledge of Career Increased” (5.00). Employer ratings were equally high: “Interest and Enthusiasm” (4.50), “Level of Assistance” (3.93) and “Professionalism” (4.36).

**Improvement** – The potential for both employer and student use of the BCC database remains high, and untapped. However, this year’s student participation increased by about 200 percent. Also, both the employer and student ratings improved overall. It is hoped that, as the program attracts a wider range of students and employers, its intended matching process will be enhanced. Also, PACE’s required informational interview assignment should continue to strengthen BCC use.
6. **Outcome** – Employers participating in 2015-2016 On-Campus Interviewing (OCI) completed evaluations of the Texas State students they interviewed, rating 1 (low) to 5 (high). All but one of the nine criteria averages were above 3.75 (the 75 percent target level). That criterion, “Evidence of Critical Thinking / Problem-Solving Ability,” was new to this evaluation, and was just barely under the target (at 73.6 percent). Highest overall ratings were in the areas of “Professional Presentation” (4.14) and “Overall Rating” (4.08). Among other notable ratings was the perennial low “Knowledge of Organization” (at 3.75, just barely at target level).

**Improvement** – This year’s OCI evaluation included two areas cited by employers as important to student success in transitioning into full-time employment, the Critical Thinking already mentioned, and “Team Skills / Leadership Potential” (rated at 3.87). Even with the inclusion of the new criteria, overall ratings average was 6.5 percent higher than last year. A separate evaluation of the OCI program itself offered employers a second chance to rate their interviewees. Those results were also 6.5 percent higher than last year.

7. **Outcome** – Employers at Career Services’ 22 career fairs were generally positive in their ratings of students (attendance for whom was up 10 percent over last year). On a scale of 1 (low) to 10 (high), employers gave students their highest rating for “Communication and social skills,” at 8.15. However, as with OCI, “Knowledge about your organization” came in lowest, at 5.15. Of the students attending the job fairs, 73 to 90 percent stated that they either improved or learned more about 11 different career-related areas, which this year included “Critical Thinking / Problem-Solving Ability” and “Teamwork / Leadership Potential.” “Knowledge of a potential employer” (90.3 percent); “Communication and social skills.”

**Improvement** – Even with the inclusion of the new criteria for both students and employers, ratings maintained the same high levels as last year. As mentioned before, we will continue to highlight counseling and workshops directed toward the development of career-ready competencies for interviewing and career fairs. As student attendance of career fairs increases, job-seekers will need to learn better how to stand out as strong applicants.

**Presentations offered by Department Staff**

**Norma Guerra Gaier**
- Faculty Member – Ethics Trainer, National Association of Colleges and Employers (NACE) Management Leadership Institute, 2016
- Co-Presenter, Recruiting Trends Conference, 2015
- Presenter, SoACE Conference 2015
- Presenter, USDA Fellows Career Institute, 2016
- Keynote Speaker, SACUCCA Drive-In conference, 2016
- Keynote Speaker, SoACE New Professionals Event, 2015
- Presenter - Closing Remarks, Texas State Leadership Institute Annual Conference, 2016
- Co-Presenter, NACE Viewpoints webinar on millennials, 2016
- Co-Presenter, Texas Higher Education Coordinating Board Marketable Skills Conference, 2016
Emily Trepanier
- Presenter, P-16 Initiatives Leadership Summer, 2016

Lindy Knowles
- Co-Presenter, Southern Association of Colleges and Employers conference, 2015

Sam Heimbach
- Facilitator, San Antonio Colleges and Universities Career Center Association Social Media Roundtable

Bruce Howard
- Presenter, Cooperative Education and Internship Association National Conference, 2016
- Co-Presenter, Southern Association of Colleges and Employers Conference, 2015
- Presenter, San Antonio Colleges and Universities Career Center Association Conference, 2016
- Presenter, Centurion Military Alliance Warrior Transition Readiness Program, 2016

Lilly Montalvo
- Resume Reviewer, Texas Women’s Conference, 2015

Summer Salazar
- Co-Facilitator, Fashion Merchandising Leadership Lab, 2016
- Facilitator, Texas State Greek Life ELA Emerging Leadership Program Retreat, 2016
- Facilitator and Trainer, Etiquette Dinner for AMA, EY, and Career Services, 2015-16
- Resume Reviewer, Texas Conference for Women, 2015
- Guest Facilitator, Texas State Fraternity Mentoring Panel, 2015

Tosca McCormick
- Co-Presenter, Student Support Services STEM Grant program, 2016

Greg Hill
- Presenter, University of Texas Practicum Fair for Med and PhD students
- Presenter, St. Edward’s University Practicum Fair
- Presenter, PACE Summit, 2016

Catarina Dominguez
- Presenter, National Academic Advising Association (NACADA), 2015

Mason Murphy
- Presenter, San Antonio Colleges and Universities Career Center Association conference, 2016
- Presenter, Career Opportunities for Students with Disabilities conference, 2015
- Presenter, Southern Association of Colleges and Employers conference, 2015
- Presenter, TLU Conference on Engaging Pedagogy, 2016
- Presenter, National Career Development Association, 2016

Ross Wood
- Presenter, Veteran Advisor Training for Academic Advisors, 2016
• Presenter, Texas State University Professional Development Programming –
  Transitioning from Service to Classroom: Helping Student Veterans Succeed at TXST,
  2015 – 2016

Sheyenne Krysher
• Presenter, Student Employee of the Year Banquet, 2016

Special Recognitions for Department and/or Staff
Norma Guerra Gaier
• Board of Directors – Vice President of College, National Association of Colleges and
  Employers (NACE), 2015 – 2017
• NACE Executive Committee, 2015 – 2017
• Chair, NACE Finance and Audit Committee, 2016 – 2017
• Trustee, NACE Foundation, 2015 – 2017
• NACE Board Liaison to Advocacy Committee, 2015 – 2017
• NACE Board Liaison to Principles for Professional Practice Committee, 2015 – 2016
• Faculty Member appointment, NACE Management Leadership Institute, 2013 - 2016
• NACE Mentor for Leadership Advancement Program, 2012 – 2017
• NACE Mentor for New Members, 2013 – 2017
• National Career Center Director’s Benchmarking Group, 2012 – 2017
• Member, SoACE, 2015 – 2016
• Member, San Antonio Chamber of Commerce Education and Workforce Council, 2013 –
  2016
• Committee Lead, iCAT – VPSA Team, 2015
• Co-lead, Leadership Programs Advisory Team, 2015 – 2016
• Member, VPSA Fundraising Priorities Team, 2013 – 2016
• Co-chair, Cooperative Education Exploration Committee, 2014 – 2016
• Co-chair, Hispanic Student Success Initiatives Committee, 2015 – 2016
• Member, HR Forum Representative for VPSA, 2012 – 2016
• Member, Hispanic Policy Network, 2013 - 2016
• Member, Institutional Effectiveness Council, 2012 - 2016
• Member, University Advancement Cats Caravan Committee, 2014 – 2016
• Member, Crowdfunding Committee, 2015 – 2016

Ralph Leal
• Instructor, US1100, Fall 2015
• Member, University Retention Council, 2016
• Member, Houston and San Antonio Human Resource Management Associations, 2016
• Member, Southern Association of Colleges and Employers Administration Knowledge
  Group, 2016

Bruce Howard
• Member, McCoy College of Business, Accounting Advisory Board, 2015-2016
• Member, Greater San Antonio Chamber of Commerce, Education Committee, 2015-2016
• Member, San Antonio Hispanic Chamber of Commerce, Meet-N-Greet Committee,
  2015-2016
• Member, Austin Chamber of Commerce, Economic Development Team, 2015-2016
• Member, Student Affairs Leadership Programs Advancement Team, 2016
• Award Recipient, Student Foundation – Foundations of Excellence Award, 2015
• Award Recipient, Champion of Student Success – Career Services, 2015

Lilly Montalvo
• Member, Southern Association of Colleges and Employers, 2015 – 2016
• Career Development Facilitator Certification, 2016
• Member, Bobcat Preview Committee, 2015 – 2016

Emily Trepanier
• Member, Student Affairs Promotion Team, 2016
• Member, Family Association Scholarship Review Committee, 2016

Lindy Knowles
• Graduate, Sociology (M.A.), 2016
• Founding Advisor, Women of GOLD Student Organization, 2015 – 2016
• Member, Geography Undergraduate Committee, 2016
• Member, Bobcat Preview Committee, 2016

Elisa DeFord
• Member, Texas State Crowdfunding Committee, 2015 – 2016
• Member, Family Association Scholarship Review Committee, 2016
• Member, Cooperative Education and Internship Association, 2016
• Bobcat Preview Namesake, 2016

Sam Heimbach
• Member, Bobcat Preview Committee, 2016
• Attendee/Presentation Support, San Antonio Colleges and Universities Career Centers Association conference, 2016
• Career Development Facilitator Certification, 2016
• Member, Bobcat Preview Committee, 2015

Summer Salazar
• President – Elect, San Antonio Colleges and University Career Center Association (SACUCCA), 2016
• Staff Advisor, Zeta Tau Alpha Fraternity, 2016
• Judge, Greek Affairs Awards Committee, 2016
• Participant, NACE Management Leadership Institute, 2016
• Member, National Association of Colleges and Employers, 2015-2016
• Co-Conference Chair, SACUCCA Drive-In Conference, 2016
• Member, Diversity & Inclusion Committee, SoACE, 2015-2016
• Member, Conference Programs Committee, SoACE, 2015-2016
• Member, Rising Leaders Committee, SoACE, 2015-2016
• Attendee, Southern Association of Colleges and Employers (SoACE) Conference, 2015
• Member, Educational Staff Development Committee, VPSA, 2015-2016
• Chair – Elect, Texas State University Staff Council, 2015

Tosca McCormick
• Member, Community Staff Development Team, 2015 – 2016
Attendee, Southern Association of Colleges and Employers Conference, 2015
Attendee, San Antonio Colleges and Universities Career Centers Association Conference, 2016

Greg Hill
- Instructor, Graduate Career Counseling Classes at St. Edward’s Univ., 2015 -2016
- Instructor, SAHE Basic Helping Skills, 2015
- Member, Veterans Advisory Council, 2015 – 2016
- Continued certification, Supervisor for LPCs, 2015 – 2016

Catarina Dominguez
- Instructor, GNST Class, 2015
- Instructor, US1100, 2015
- Renewed Licensed Professional Counselor status

Mason Murphy
- Award Recipient – Champion of Diversity for SoACE, 2015
- Co-Associate Editor, Workplace, NCDA, 2015 – 2016
- Member, FACES, 2015 - 2016
- Member, Texas State Staff Council, 2015 – 2016

Thadra Vrubel
- Member, New Student Transitions Team, 2015 - 2016

Ross Wood
- Conference Chair – Exhibitors and Sponsorships, Southern Association of Colleges and Employers (SoACE) 2015
- Member, Veteran Advisory Council, 2015-2016
- Member, Graduate Student Support Team, 2015 – 2016
- LeaderShape Family Cluster Facilitator, LeaderShape 2016
- Recipient of the Above and Beyond Staff Award – Veterans Alliance of Texas State, 2016

Kate Robbins
- Member, Mental Health Advisory Council, 2015 – 2016
- Instructor, Graduate Career Counseling Classes at St. Edward’s University, 2015 – 2016
- LPC Supervisor, coursework completed

Newly-Graduated Intern Counselors
- Brittany Trosky – now works as a Texas State PACE Academic Advisor
- Maria Kapadia is a counselor at The Settlement Home for Children
- Mariah Waggoner is a career counselor with the University of Texas
- Carly Boeselt is now a hall director at the University of Colorado
- Amber Laird was accepted into the UNT doctoral counseling program

Sheyenne Krysher
- Member, National Association of Colleges and Employers, 2016
• Member, National Student Employment Association, 2016

Ron Bowden
• Member, VPSA Information Technology Team, 2015 – 2016

Major Objectives for 2016-2017
1. Identify marketable career readiness competencies that students need to possess and determine ways for the development of these competencies to be incorporated in curricular and co-curricular experiences.
2. Raise awareness of and streamline experiential learning (internships, shadowing and cooperative education) processes across campus, including close collaborative efforts with academic departments, to promote legal and ethical compliance and secure outcomes data.
3. Increase efforts in the employer relations area to:
   a. Execute effective industry and geographic outreach efforts;
   b. Develop and maintain efficient and highly collaborative employer relations programs and services; and
   c. Create a diverse Employer Advisory Board.
4. Provide education, training and resources to student employees, on-campus employers and off-campus employers to support best practices and compliance of all local, state and federal laws pertaining to student employment practices at Texas State.
5. Expand career counseling and advising services to engage under-represented and minority-based groups, hard-to-reach majors and capstone classes, while strengthening liaison roles across all Colleges.
6. Initiate the implementation of student check-in module at the welcome desk.
7. Create an FAQ site, online instructional manuals, and videos to help students self-serve and troubleshoot issues with Jobs4Cats.
8. Collaborate with University Advancement, Alumni Relations, Athletics, academic departments and other relevant offices to ensure maximum potential in employer outreach efforts to benefit students.
9. Continue to collaborate with Institutional Research to realize a higher knowledge rate of the First-Destination Survey outcomes to better inform the campus’ awareness of our graduating students’ career and educational plans.
10. Continue to strengthen ties among the PACE program, PACE career counseling and career planning at LBJSC in support of a smooth transition for first-year students into their respective colleges.
11. Streamline key marketing efforts and utilize new media-based technology tools to reach growing and diverse student population and to highlight student success stories.

Major Trends and Obstacles for 2016 – 2017
Trends:
1. Accountability and ROI: Across the country, we continue to see an elevated need for tracking our students’ post-graduation 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. Special emphasis on First Destination Survey implementation and monitoring.

2. **Ethical Issues:** as the economy continues to improve and the job search process becomes more active and competitive, students and employers must have a heightened awareness of the ethical issues involved in this process, particularly in regards to exploding offers and reneging of job and internship offers.

3. **Internship Standardization:** A solid understanding of internship protocols and standards is a must in an environment fueled by ethical dilemmas and legal implications associated with internships.

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 further establish a solid presence within their College, take on more student appointments, determine ways to connect virtually, and intentionally collaborate and engage with faculty, academic advisors, alumni and students to connect them to appropriate employers.

5. **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.

6. **Technology/Social Media:** Employers are utilizing video interviewing more frequently, which prompts our office to offer interviewing space and resources to accommodate the employer and student needs. In addition, students continue to interface with technology tools, in particular, to develop critical networks and contact bases to affect their career opportunities and success. We will continue to play a strong role in educating students on appropriate social media protocol to maximize network development.

7. **Career Readiness:** Students, their parents, employers and any other stakeholders are well aware of the value of career readiness and the competencies that are necessary for students to find career success. Early identification of opportunities for students to develop career competencies will be a major focus on campus, both in and out of the classroom, and through experiential learning opportunities.

8. **Employer Expectations:** With a recovering economy, we are faced with an increase in employer requests for recruitment services and programs, both within our office and across our campus. 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.

9. **Early Engagement:** According to preliminary campus reports, first-year students who engage in career counseling seem to exhibit an increased rate of retention, perhaps by as much as 7 percentage points over the university average. Concentrated efforts will be made to maximize this effect, through intentional outreach, increased collaboration, judicious career counseling group work, and feasibly an increase in staff resources.

10. **Part-time Employment/On-campus Jobs/Internships:** Due to the high value placed on prior work experience by employers, we are experiencing more of a demand for diverse and relevant employment opportunities that will benefit our students in preparation for their careers. In addition, many students today are faced with financial burdens that require them to secure employment; hence creating a high demand for more career-related events and services to provide them increased access to jobs and internships.

11. **Career Counseling:** Students still remain cautious as they approach career exploration and the job search, despite the improved economy. As a result, student may find need for security, as well as fear of student loan and financial debt, which
could in turn affect their career decision-making regarding their career passions. Distance career counseling continues to rise in popularity, as students balance academic, personal and financial obligations while attempting to find their career directions.

**Obstacles:**

1. **Space:** As in past years, we are faced with facility limitations for career events. The LBJSC presents limitations, due to the fact that the ballroom is often not able to hold all of the employer booths for our major career fair events. Again this year, we were forced to move two Teacher Job Fairs off-site to Embassy Suites in order to accommodate the employer booths and we have split our large All-Majors Fairs to a 2-day format to accommodate all employers who want to participate; even then, we have some employers who simply can’t be served within the 2-day format.

2. **Staff:** Our goal to have a dedicated Career Advisor/Liaison has realized some progress; although, we still need to hire one more staff members to complete the model. Additional staff resources are also critically needed to address our need for an additional Administrative Assistant to help support the state-based college work-study off-campus program and the growing number of events we manage. In the area of employer relations, we are in dire need of a staff member who can focus on employer relations outreach efforts in order to remain competitive and offer the best and most relevant career opportunities for our students and graduates. Overall, Career Services staffing has not kept a proportionate pace to the increasing number of students being admitted to the University.

3. **Student Population Growth:** As our Bobcat population continues to grow at a steady and progressive rate, we must 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 continue to see a rise in students with special needs, including mental health issues and physical disabilities, 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 three dedicated PACE Career Counselors who are housed in the PACE Center when they were not able to meet the demands of the growing Freshmen student population. Several career counseling sessions gravitated to the career counseling staff in the LBJSC to meet the demands of our freshmen. Consideration for additional staff resources will be needed to meet the anticipated demand of our growing student population. In addition, our office will continue to provide a “continuity of care” for students, 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 participate in career-related programs and serve as Bobcat Contacts for our students seeking mentoring and shadowing experiences.

6. **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 continue to feel the pressure of providing 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. 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.

7. **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.

8. **Direct Student Access by Employers**: More campus departments and offices are initiating career development outreach efforts with both students and employers. Career Services will need to be cognizant of these efforts in order to support organization policies and procedures, along with maintaining a consistent voice in how employers can best recruit our students. Additionally, with the influx of social media platforms and professional networks between employers and various faculty/academic departments, there is continued 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.

9. **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. Likewise, the University has yet to find an effective method to capture the knowledge of where graduates go after leaving Texas State University. As students and family member become smarter consumers, they will continue to ask for “success” or “placement” rates of our graduates. Institutional Research sent out a survey (based on the NACE Graduating Survey) to May graduating students which yielded a mere 6% response rate. Promoting and continuing to maintain relationships with vendors that provide this service for a fee will need to be maintained in order to keep awareness at the forefront that external providers produce up to an 80% response rate with their surveys. Understanding that we do not track "placement", the search for basic information that helps inform prospective and current students of the graduating student outcomes would seem to be in the University's best interest.

10. **Federal and State Mandates**: Legislation is often changed or updated with new regulations that have a direct impact on the means and methods of program delivery performed by Career Services. In particular, the recent unfunded mandate regulating off-campus state-based work study positions will greatly impact the workload and process for managing 29 off-site work study positions, including sourcing, posting, vetting, payroll documentation and processes, and complying with Title IX and other legal mandates. This mandate will result in a reduction in work study positions on campus with a movement to shift these allocations off-campus. We anticipate several unintended challenging impacts on our operation.