Major Accomplishments/Retention Initiatives for 2014 - 2015

1. Maintained 5,000+ face-to-face career counseling contacts for the third year in a row (not including Career Advisor appointment totals).
2. The LBJ career counseling staff and resources were relocated to their own space, which is better suited to the functions of counseling and collaboration, all toward student career development.
3. Secured funding from the Student Service Fee to hire a third full-time career counselor for the LBJ Student Center site.
4. Continue to recruit, train, supervise, and retain graduate counselors in ever-increasing numbers, from seven different counseling programs, four different universities, further solidifying our reputation as a quality internship site for professional counseling graduate students.
5. Employer Relations and Outreach highlights:
   a. Jobs4Cats employment positions posted: 4,077 full-time, 1,790 part-time positions, 1,350 internships, and 533 work study positions.
   b. Successfully held the 2nd Annual Employer Day at Texas State University, with over 120 recruiters in attendance. Keynote speaker, Dr. Phil Gardner, Director of the Collegiate Employment Research Institute at Michigan State University, discussed current national recruiting trends. College deans, key faculty and internship coordinators were also in attendance.
   c. Successfully coordinated 20 career fairs with 506 employers participating for the Fall 2014 semester and 609 employers participating in the Spring 2015 semester.
   d. Hosted 145 employers participating in the on-campus interview program; 26 different employers hosted 44 tabling outreach events; employers offered 49 information sessions with a total of 965 students in attendance.
   e. Coordinated 181 employer engagement appointments - 57 off-campus employer visits, 60 on-campus employer visits and 64 conference calls with new employer prospects.
6. Due to office expansion opportunities, able to increase On Campus Interview (OCI) room capacity by three rooms, resulting in nine (9) rooms designated specifically for OCI.
7. Offered numerous presentations and developed resources to raise critical awareness of cooperative education and internships protocols and procedures, from a legal and ethical platform.
8. Revived the Part-Time Job Fair under new name of On-Campus Job Fair hosting 957 and 144 students in the fall and spring respectively to connect students with campus employers.
9. Collaborated with Financial Reporting & Analysis to invoice and track off-campus community work study payments.
10. Reached 100% compliance with ITAC laptop encryption process before the end of 2014.
11. Launched TouchNet/Marketplace for credit card payments relating to job fair, career events and assessments.
12. Assist with the TG/Higher Education Coordinating Board Default Prevention Program.
13. Established Career Closet as a resource for students who lack the financial means to own professional attire to wear to interviews, career fairs, or employer networking event. This initiative is a cross-campus collaboration involving the McCoy College of Business Administration, University Advancement, College of Applied Arts, Parent and Family Relations, Texas State University Alumni Association with Career Services serving as the lead department.
14. At the request of the Provost, a proposal to manage cooperative education opportunities at Texas State began. The effort resulted in a multi-department committee co-facilitated by the Department of Engineering and Career Services.
15. Established Delta Epsilon Iota Chapter. This was a continuation of the work started when the Career Leadership Team was initiated.
16. Targeted programming for students in specific Colleges included:
   a. Elevated programming portfolio offered to McCoy College of Business students, including, professionalism, job fair preparation, internship opportunities, interviewing skills and conference/professional etiquette. Conducted 447 one-on-one student appointments, and provided 47 presentations, reaching 1,990 students.
   b. Implementation of 2nd Annual Target Job Shadowing initiative.
   c. Increased involvement with the planning and execution of Fashion Merchandising week.
   d. Coordinated “International Teaching Opportunities”, and “Life of a Student Teacher” panels in collaboration with Future Teachers Learning Community.
   e. Liberal Arts: Law School Fair, U.S. Dept. of State Information and Networking sessions, Teach for America’s How to Market Your Liberal Arts Degree, Nonprofit Resume & Interview Tips, GoinGlobal: Your Job Search Abroad, and Careers in Emergency Management & Public Health
   f. Successfully collaborated with the Student Affairs in Higher Education program to offer the second annual comprehensive career prep program.
   g. Offered on-site Career Advisor to the Round Rock campus on a monthly basis.
   h. Held a student outreach event that introduced steel industries employers to our student population.
17. 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.
18. Career Advisors/Liaisons conducted over 1460 face-to-face student appointments.
19. Career Services programs and services and employer events were featured and mentioned in various Hillviews magazines this year.
20. Social Media Stats—While Career Services has a presence on multiple social media platforms, the top three platforms include: LinkedIn Career Services group with 4,792 members; 4,174 people follow the office on Twitter; and Career Services has received 3,157 likes on Facebook. An Instagram account was started in this reporting period which added 305 followers to our social media activities this year.
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, and email contacts, as well as online resources such as Going Global, Interview Stream, and Candid Careers.

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.


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 made available by CSO. 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. Participating in QEP focus group use and interpretation with Assessment Team, for possible use within our department. Also, Employer Relations GA is compiling information 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.

FY2013-2017 Comments: Implemented and ongoing. FY 2015 – Held 2nd Annual Employer Day at Texas State. First time to bring in keynote speaker and share national recruiting trends. Evaluations indicated that the event was again a success.

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 veteran-focused resume workshops with Writing Center assistance; and identified veteran friendly employers to assist with career development programming for student veterans and encourage employer participation in VATS events. Union Pacific was invited to host a VATS monthly meeting and resulted in three job offers to Texas State student veterans along with financial support to their annual golf tournament fundraiser.

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 STAR Park, University Advancement, 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: In progress. Continuing work with campus information technology staff to achieve automatic profile creation for all current students.

Dept. Strategy: Improve the on-campus student work experience for students and employers.

FY 2013 – 2017 Comments: On-going. Hosted Before You Hit Send or Hang Up: Business Etiquette and Leadership Styles for Student Employees with more than 75 participants in attendance. This event was added to the co-curricular transcript. Some students were paid for these trainings.

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 Counselor to the office and the request to add a Career Advisor was withheld. The department was successful in the Career Counselor request which will result in a direct liaison to the Graduate College and will relieve the Assistant Director of Career Planning who occupied this role. An additional Career Advisor will be requested for the College of Health Professions which is currently being managed by the Associate Director.

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 and on-going. The Career Leadership Team was transitioned to an academic honor society that has career development as a pillar of it’s activities. The Career Leadership Team served as founding members of the new student organization that resulted in 342 students joining the society. The staff advisor for Delta Epsilon Iota, name of the honor society, is a Career Advisor that will serve as the liaison from Career Services.

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.

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 the 2nd 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. As a result of this review, less than desirable feedback was received on Career Beam. Career Beam is a web resource that assists users in the creation of a resume. With no additional expense, Resume Creator has been identified as the office’s new resource to replace Career Beam. A communication plan was initiated with a direct focus on US 1100 instructor training that will ask participants to direct their students to utilize this resource during the PACE III assignment when most students create their first professional resume.

**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 also been enhanced with LinkedIn and the Career Contacts component in Jobs4Cats.

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

**FY 2013 – 2017 Comments**: Held the 2nd 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. Introduced steel industry to students; collaborated with Writing Center for programming; outreach to international students; and various additional programs were added.
Assessments for 2014-2015, Student Learning Outcomes

1. **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: “Have a better idea what to major in” (3.50), “See how my interests and skills lead to a career” (3.55), and “In general, my career plans are clearer” (3.44). All three areas were also surveyed online at the end of each semester. All ratings, both in person and online, were well above the 3.0 (75 percent) mark.

**Improvement** – This was the PACE program’s third full year, and the ratings for all three years for career counseling have exceeded target levels, by increasing margins.

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” (3.58), and “Less anxious about my job search skills” (3.56). Student clients were also surveyed online (sent to those seen in October and November, 2014, and March and April, 2015), and all but two online response averages were above the 75 percent target level. These outliers were uncharacteristically low (61 and 66 percent). In the five years previous, all ratings, both in person and online, have been well above the 75 percent target.

**Improvement** – All immediate ratings averages were higher than last year. Those collected online, including the two outliers, were slightly lower than last year. Perhaps it is with time and increasing awareness of a stagnant economy that these later ratings are adversely affected.

3. **Outcome** – 16 of 28 career counselors who met with clients during 2014-2015 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 (93.4 percent), followed by practice interview clients (84.4) and career exploration clients (79.3), with an 80.9 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 five years. All of this year’s ratings averages were at or above those last year. At least from the perspective of the counselors, these visits may allow clients a means of reducing their anxiety, regardless of the presenting concern.

4. **Outcome** – Career Information Events, such as company-sponsored information sessions and Career Services workshops, were again highly rated. On a scale from 1 (low) to 5 (high), student attendees agreed on: Quality of the speaker(s) (4.79); Information was relevant (4.81); Would recommend event to a friend (4.62); and, Overall met expectations (4.55).
**Improvement** – 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. Perhaps the solid support of these events, and their favorable response, can be integrated into marketing efforts to stimulate turnout.

5. **Outcome** – Though Bobcat Career Contacts (BCC) is in its second full year, its use and evaluation are still limited. The program now includes nearly 300 employers who seek to provide students with experiential opportunities, this year contacted by 94 student database users. 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” (4.67), “Knowledge of Career Increased” (4.33). Employer ratings were somewhat more restrained: “Interest and Enthusiasm” (3.25), “Level of Assistance” (2.88) and “Professionalism” (3.13).

**Improvement** – Though ratings for the BCC program’s first two years have been spotty, but strong, more marketing will be required. Drawing in a wider range of both students and employers, its intended matching process will be enhanced. Also, the connection the database and the PACE program’s informational interview assignment should continue to strengthen.

6. **Outcome** – Employers participating in 2014-2015 On-Campus Interviewing (OCI) completed evaluations of their experience interviewing Texas State students, rated on various criteria, 1 (low) to 5 (high). Seven out of eight criteria averages were above 3.75 (the 75 percent target level), all except “Knowledge of Organization.” Highest overall ratings were in the areas of “Professional Appearance” (4.20), “Communication/Interpersonal Skills” (3.96), and “Knowledge of Personal/Career Goals” (3.89). The one area which fell short (and almost every year) was: “Knowledge of Organization” (3.64). In all, however, averages were right at last year’s highest historic highs.

**Improvement** – Employers’ OCI evaluations continue to provide students with feedback to improve interviewing skills and provide staff with information to share with their student clients. Students must continue to better research prospective employers, through practice interviews, workshops, and other career events.

7. **Outcome** – Employers at Career Services’ 20 on-site job 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 7.94. Most other areas were rated in this general range. However, as with OCI, “Knowledge about your organization” came in lowest, at 5.02. Of the students attending the job fairs, 75 to 90 percent stated that they either improved or learned more about nine different career-related areas, including “Knowledge of a potential employer” (90.3 percent); “Communication and social skills” (88.8 percent); and, “Overall professional presentation” (87.2 percent).
**Improvement** – With the exception of “Knowledge about your organization,” the rest of employers’ average ratings were at about the same levels as last year. As mentioned before, we will continue to highlight counseling and workshops relating to interview and job fair preparation, to help improve students’ company research and self-marketing. Also, given increasing student attendance, job-seekers will need to learn how to better stand out as strong applicants.

8. **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” (3.35), “Less anxious about my career direction” (3.31), and “Less anxious about my job search skills” (3.26). All three areas were also surveyed online (sent to clients seen in October and November, 2013, and March and April, 2014). All ratings, both in person and online, were above the 3.0 mark.

**Improvement** – More than half of the 13 scores were higher than last year, with the remainder close to the same. As with last year, these ratings were based on the criterion of reducing anxiety. With the economy recovering, however slowly, a more positive assessment criterion, such as students’ clarity of goals, is being considered.

9. **Outcome** – 20 of 31 career counselors who met with clients during 2013-2014 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 (87.9 percent), followed by practice interview clients (81.3) and career exploration clients (79.8), then lastly practice interview participants (64.9).

**Improvement** – Counselor self-report is not the most accurate gauge of satisfaction; however these observations provide an intuitive snapshot of client demeanor, which remains solid year-to-year. Those visits such as resume reviews and practice interviews may allow clients the most concrete relief. Other less defined discussions, career exploration and the job search in general, may not be as effective in doing so.

10. **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” (3.36), “Less anxious about my classes” (3.31), and “Less anxious about choosing a major” (3.40). All three areas were also surveyed online at the end of each semester. All ratings, both in person and online, were well above the 3.0 (75 percent) mark.

**Improvement** – This was the PACE program’s second full year, and the ratings for both years for career counseling have exceeded target levels.
11. **Outcome** – Career Information Events, such as company-sponsored information sessions and workshops presented by Career Services staff members, were again highly rated. On a scale from 1 (low) to 4 (high), student attendees agreed that: Speakers were engaging (3.85); Information was relevant (3.81); Questions were answered (3.74); Information was helpful (3.79); and, Information will be applied immediately (3.75). In addition, 94 percent of those attending said that they would recommend their workshop to a friend.

**Improvement** – The number of these events, as well as their attendance, is increasing. But many more students should attend these workshops, given the consistently high ratings from those who do. Perhaps the solid career support of these events, and their favorable response, can be integrated into marketing efforts to stimulate turnout.

12. **Outcome** – Because the Bobcat Career Contacts is in its first full year, both its use and evaluation are still limited. Though the database now includes more than 250 employers who seek to provide students with experiential opportunities, this year only 40 students took advantage of this database. Though survey response was low, 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” (4.50), “Level of Assistance” (3.83) and “Professionalism” (4.25). The few responding students were somewhat more restrained: “Expectations Met” (3.50), “Opportunity to Learn” (3.50), “Knowledge of Career Increased” (3.00).

**Improvement** – For many years, Career Services’ more structured Job Shadowing program generated very high satisfaction ratings. A strong marketing effort will have to draw more students and employers to the still evolving Bobcat Career Contacts, to better facilitate its intended matching process. Also, a greater connection should be forged between the database and the PACE program’s informational interview assignment.

13. **Outcome** – Employers participating in 2013-2014 On-Campus Interviewing (OCI) completed evaluations of their experience interviewing Texas State students, rated on various criteria, 1 (low) to 5 (high). Seven out of eight criteria averages were above 3.75 (the 75 percent target level). Highest overall ratings were in the areas of “Professional Appearance” (4.17), “Communication/Interpersonal Skills” (4.00), and “Overall Rating” (3.93). The one area which fell short was that which is usually lowest: “Knowledge of Organization” (3.68). In all, however, ratings were much higher than last year.

**Improvement** – Employers’ OCI evaluations continue to provide students with feedback to improve interviewing skills and provide staff with information to share
with their student clients. Students still need to know how to research prospective employers, through practice interviews, workshops, and other career events.

14. **Outcome** – Employers at Career Services’ 19 on-site job fairs were generally positive in their ratings of students (whose attendance was up 27 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 7.91. Most all other areas were rated in this general range. However, as with On-Campus Interviewing, “Knowledge about your organization” came in lowest, at 5.28. Of the students attending the job fairs, 75 to 90 percent stated that they either improved or learned more about nine different career-related areas, including Knowledge of a specific employer (89.6 percent); Resume (78.2 percent); Communication skills (87.1 percent); and, Overall professional presentation (86 percent).

**Improvement** – As mentioned before, we will continue to highlight counseling and workshops relating to interview and job fair preparation, to help improve students’ company research and self-marketing. Also, given increasing student attendance, job-seekers will need to learn how to better 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, 2015
- Presenter, SoACE Conference 2014
- Presenter, USDA Fellows Career Institute, 2015
- Presenter, Ethics Topic, Campus Recreation Staff, 2014
- Presenter, Recruiting Strategies and Student Demographics, Apple Recruiting Team, 2015
- Presenter, Cats Caravan – Employer Strategy Sessions, 2015
- Presenter, Dean of Students Office Staff Retreat, 2015

**Ralph Leal**
- Instructor, US 1100, Fall 2014

**Eden Bunch**
- Co-Presenter, Southern Association of Colleges and Employers Conference, 2014
- Co-Presenter, Texas Academic Advising Network Annual Conference, 2015
- Resume Reviewer, Texas Conference for Women, 2014
- Intern, US 1100 class, 2015
- Family Cluster Facilitator, LeaderShape, Texas State University, 2015

**Miguel Guerrero**
- Co-Presenter, Co-Operative Education and Internship Association National Conference, 2015
- Presenter, San Marcos Centro Cultural, 2015
- Managed Texas State University scholarship nomination for 2015 TASPA Scholarship
- Presenter, Student Teacher Training Day - College of Education, 2014 – 2015
Summer Salazar
- Co-Presenter, Southern Association of Colleges and Employers Conference, 2014
- Resume Reviewer, Texas Conference for Women, 2014
- Co-Presenter, Texas Association of College & University Student Personnel Administrators, 2014
- Co-Presenter, University of Texas at San Antonio Student Affairs Conference, 2015
- Presenter, Trinity University Career Services, 2015
- Keynote Speaker, San Antonio Colleges and Universities Career Centers Association Drive-In Conference, 2015

Bruce Howard
- Co-Presenter, Co-Operative Education and Internship Association National Conference, 2015
- Presenter, Cats Caravan, San Antonio, Texas, 2015
- Presenter, McCoy College of Business, Accounting Department, College Readiness Program at Holmes High School, San Antonio, Texas, 2014-2015

Lilly Montalvo
- Presenter, Texas State Alumni Association-Austin Chapter, Networking Event, 2015

Catarina Dominguez
- Presenter, PACE Conference, 2014
- Presenter, Student Success Symposium, 2015
- Presenter, First Year Experience Conference, 2015
- Presenter, NACADA Regional Conference, 2015

Ross Wood
- Presenter, Employer Session, Cats Caravan, Austin, Texas, 2015
- Presenter, Texas State University Professional Development Programming – Transitioning from Combat to Classroom, 2015

Casey Menn
- Presenter, Business Ethics, San Marcos High School, 2014

Greg Hill
- Presenter, University of Texas Practicum Fair for Med and PhD students
- Presenter, St. Edward’s University Practicum Fair
- Presenter, PACE Summit, 2015

Kate Robbins
- Presenter, Jobs for Life, 2014 – 2015

LaTonya Henry
- Speaker, KIPP San Antonio College Preparation Day, 2013
- Representative, CISD Mountain Valley Middle School College and Career Browse, 2014
- Presenter, KIPP Camp Etiquette Dinner, 2014
• Presenter, Introducing iCAT Professional Development Session, 2014
• Presenter, Jobs4Cats Effective Position Posting Techniques Professional Development Sessions, 2013-2014

Victoria Hinojosa
• Presenter, KIPP Summer Conference Etiquette Dinner, 2015

Sadie Randall
• Presenter - Supporting Student Veterans, ACUI Annual Conference, San Antonio, TX, April 2015
• Presenter - Allies 101: Building Bridges Between Students, Association of College Unions International Region II Conference (ACUI), Louisiana State University, October 2014

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
• NACE Finance Committee, 2015 – 2017
• Chair, NACE Foundation, 2015 – 2016
• NACE Board Liaison to Advocacy Committee, 2015 – 2016
• NACE Board Liaison to Principles for Professional Practice Committee, 2015 – 2016
• Committee Member, NACE Career Readiness Team, 2014 – 2016
• Reviewer, NACE Guidelines for External Reviews, 2014 – 2015
• Review Team, NACE Academy of Fellows, 2015
• Faculty Member appointment, NACE Management Leadership Institute, 2013 - 2015
• NACE Mentor for Leadership Advancement Program, 2012 – 2015
• NACE Mentor for New Members, 2013 – 2015
• National Career Center Director’s Benchmarking Group, 2012 – 2014
• Member, San Antonio Chamber of Commerce Education and Workforce Council, 2013 – 2015
• Committee Lead, iCAT – VPSA Team, 2013 – 2015
• Co-lead, Leadership Programs Advisory Team, 2014 – 2015
• Member, VPSA Fundraising Priorities Team, 2013 – 2015
• Co-chair, Cooperative Education Exploration Committee, 2014 - 2015
• Member, HR Forum Representative for VPSA, 2012 – 2015
• Member, Hispanic Policy Network, 2013 - 2015
• Member, Institutional Effectiveness Council, 2012 - 2015
• Member, Living Learning Communities Task Force, 2013 – 2015
• Member, PACE Council, 2014 – 2015
• Member, Cats Caravan, 2014 – 2015
• Hiring Committee Member, Director of Development, Corporate Relations, 2015
• Member, Crowdsourcing Committee, 2015
Ralph Leal
- Past President, San Antonio Colleges and Universities Career Centers Association (SACUCCA), 2014-2015
- Member, National Association of Colleges and Employers First Destinations Survey Team, 2015
- Co-Conference Chair, SACUCCA Drive-In Conference, 2015
- Member, VPSA Educational Staff Development Team, 2013-15
- Member, Student Affairs Symposium Planning Team, 2015
- Member, Leadership Assembly, 2014 – 2015

Eden Bunch
- Recipient, Texas State University Employee of the Month (May), 2015
- Graduate, Master of Education in Student Affairs in Higher Education (M.Ed.), 2015
- Member, Bobcat Preview Committee, Planning, Assessment, Leadership, & Marketing (PALM) Office, Texas State University, 2014-2015
- Member, Equality University Conference Leadership Team, Student Diversity and Inclusion, 2014-2015
- Member, Central Texas Liberal Arts Career Center Consortium, 2014-2015
- Member, Marketing Committee, Southern Association of Colleges and Employers (SoACE), 2015
- Founding Advisor, Delta Epsilon Iota – Alpha Rho Iota Chapter, 2015
- Recipient, Staff Mentor of the Year Award, 2015
- Recipient, Outstanding Staff Service Award, Texas State University Geography Department, 2015

Miguel Guerrero
- Member, Student Affairs Transfer Student Team, 2015
- Member, Texas Association for Employment in Education, 2014-2015
- Member, Co-Operative Education and Internship Association, 2014-2015
- Member, All Male Initiative Committee, 2013-2015
- Member, VPSA Intranet Team, 2013 – 2015
- Member, Sallie Berretta Outstanding Woman Award Selection Committee, 2013-2015
- Co-Advisor, First Generation Student Organization, 2011-2012

Bruce Howard
- Facilitator, Internship Development Webinars, 2014
- Member, McCoy College of Business, Accounting Advisory Board, 2014-2015
- Member, Greater San Antonio Chamber of Commerce, Education Committee, 2014-2015
- Member, San Antonio Hispanic Chamber of Commerce, Meet-N-Greet Committee, 2014-2015
- Member, Austin Chamber of Commerce, Economic Development Team, 2014-2015
- Selected as Honorary Member, Alpha Kappa Psi, 2015
Lilly Montalvo
- Member, Bobcat Preview Committee, 2015

Summer Salazar
- Graduate, M.S. in Interdisciplinary Studies – Occupational Workforce and Leadership Studies (M.S.), 2015
- Secretary, Texas State University Staff Council, 2014-2015
- Member, Texas State University Professional Development Committee, 2014-2015
- Member, University Leadership Assembly, 2015
- Member, Diversity & Inclusion Committee, SoACE, 2014 – 2015
- Member, Conference Programs Committee, SoACE, 2014
- Member, Community & Staff Development, Vice President for Student Affairs, 2014-2015
- Member, National Association of Colleges and Employers, 2014-2015
- Facilitator, Sigma Kappa Sorority Leadership Conference, 2015

Scott Wilson
- Staff Advisor Gearheads of Texas State, 2014 - 2015
- Co-Lead, Student Affairs Promotion Team, 2015
- Member, Austin Career Development Network, 2014 – 2015

Ross Wood
- Conference Chair – Exhibitors and Sponsorships, Southern Association of Colleges and Employers (SoACE) 2014-2015
- Member, Texas State University Parent and Family Relations Team (PFR) 2014-2015
- Member, Veteran Advisory Council, 2014-2015

Greg Hill
- Instructor, Graduate Career Counseling Classes at St. Edward’s Univ., 2014 -2015
- Member, Veterans Advisory Council, 2014 – 2015
- Continued certification, Supervisor for LPCs, 2014 – 2015

Catarina Dominguez
- Instructor, GNST Class, 2014 - 2015

Mason Murphy
- Member, FACES, 2014 - 2015
- Member, Texas State Staff Council, 2014 – 2015

Thadra Vrubel
- Member, New Student Transitions Team, 2014 - 2015
Kate Robbins
• Resource Collaborator, Office of Disability Services, 2014 – 2015
• Member, Parent & Family Relations Team, 2014 - 2015
• Program Faculty, Jobs for Life, Wimberley, TX, 2014 – 2015

Ron Bowden
• Serve on the VPSA Information Technology Team, 2014 – 2015
• Recognized for 15 Years of employment at Texas State, 2015

LaTonya Henry
• Vice President of Texas Association for Employment in Education (TAAE), 2014
• Secretary of San Antonio Colleges and Universities (SACUCCA), 2015
• Member, Texas Association of Black Personnel in Higher Education, 2014 - 2015
• Member, Retention Council, 2014 – 2015
• Member, Coalition of Black Faculty and Staff, 2014 – 2015
• Judge, Boko Awards, 2015
• Member, American Association for Employment in Education (AAEE) Conference Planning Committee, 2014
• Member, Professional Development Advisory Council, 2014 – 2105
• Member, Student Affairs iCAT Team, 2014 - 2015

Victoria Hinojosa
• Member, Student Affairs Promotions Team, 2014 - 2015

Sadie Randall
• Facilitator, Equality University, Texas State University, October 2014
• Selected as Graduate Associate Program, NASPA-Student Affairs Administrators in Higher Education October 2014
• Graduate Student Conference Leader, Southern Association of Colleges and Employers December 2014
• Cluster Facilitator, LeaderShape Institute, The University of Texas at Austin, January 2014
• Published Investing in student staff [Blog post]. The Student Affairs Collective. October 2014
• Published Professional development for #SAGrads: Lessons learned from a 2nd year [Blog post]. The Student Affairs Collective. September 2014

Major Objectives for 2015-2016
1. Expand career counseling services to reach a broader and more diverse student population via one-to-one sessions, group work and technology-based outreach efforts.
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. Implement Jobs4Cats Check-in System to better track student utilization of services and to inform and measure student needs of programs and services.
4. Hire and train new employer relations team to:
   a. Employ 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.
5. Provide education, training and resources to student employees and on-campus employers to support compliance of all local, state and federal laws pertaining to student employment practices at Texas State.
6. Design and deliver targeted presentations and resources to under-represented and minority-based groups, hard-to-reach majors and capstone classes, while strengthening liaison roles across all Colleges.
7. Continue to collaborate with Institutional Research in the implementation of a First-Destination Survey to determine graduating students’ career and educational plans.
8. Implement an Internship/Experiential Learning Advisory Council comprised of internship coordinators from each College to advance resource sharing and a systematic approach to internship management and implementation, with special attention to best practices, legal implications and ethical considerations.
9. Focus on improving student engagement and attendance at career programs and events.
10. Collaborate with University Advancement, Alumni Relations, academic departments and other relevant offices to ensure maximum potential in employer outreach efforts.
11. Streamline key marketing efforts and utilize new media-based technology tools to reach growing student population.
12. Develop comprehensive training materials and online resources for campus supervisors of student employees.
13. Continue to 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. Continue collection and marketing of student success stories via website and social media.
15. Enhance efforts to develop career readiness among special student populations.

Major Trends and Obstacles for 2015 – 2016

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 recover 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 critical process.
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, and intentionally collaborate and engage with faculty, academic advisors 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:** 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. **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.

8. **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.

9. **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.

10. **Career Counseling:** As the economy recovers and our diverse student population continues to grow, students will realize the competitive nature involved in the job search process. In addition, the number of long-term underemployed and unemployed, and mid-life career changers, show no signs of fading. Along with a growing number of career seekers dealing with mental health issues, our career counseling caseload will continue to be challenged.

**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. To avoid exacerbating the space issue noted above, the liaisons have secured remote office space in their respective Colleges, when feasible space is available. Additional staff resources are also critically needed to address the aforementioned internship and cooperative education issues and initiatives, as well as 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 5,500+ 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. **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**:
   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. PACE program assessment data will be a high priority in support of our SACS accreditation processes. Increased tracking of employee selection decisions and student eligibility to work on-campus will continue to be a challenge with all on-campus job postings being managed by Career Services.