Major Accomplishments/Retention Initiatives for 2007-2008

1. Winner of the 2007 Sherwin-Williams Award of Excellence in recognition of providing excellence in career and education guidance to students. Internally, presented with the inaugural “Friends of MSA” award in recognition and appreciation of outstanding support to the office of Multicultural Student Affairs and the students they serve.

2. Created 3 additional job fairs in collaboration with other organizations/departments (MassComm Career Fair, Symposium on Careers in Water Resources, and Texas Association of Broadcasters Career Fair). Health Professions and Social Services Job Fair was held as a separate event this year at the Dean’s request. Starting times for the Fall Job and Internship Fair and the Spring Job and Internship EXPO were successfully changed to late afternoon in order to accommodate new M-Th student class schedules.

3. Created a Professional Image Guide; collaborated with the Attorney for Students on the “MySpace” Guide for Students; developed the first audio podcast episodes of “Career Cast”; and created the “Bobcat Jobcat” Facebook page which now has around 750 active members. Increased number of presentations with the assistance of staff, student workers, and interns: Spring 2008 - 111 presentations; FY 08 Satellite offices – 1733 students.

4. Quadrupled the nominations for the second annual Student Employee of the Year Award and increased campus participation in Student Employee Week.

5. Successfully transitioned the student employee paperwork processing component to the new Master Data Center in Human Resources.

6. Launched the Virtual Part-time Campus Job Fair which had over 900 student resumes submitted from June-August for work-study and regular-wage campus jobs.

7. Created and distributed 6 Liberal Arts-specific newsletters, a “Guide to Career Development for Liberal Arts Students” and three outreach programs, “Rock Yo’ Resume”, “Careers over Coffee” and “Career Advice over a Slice” to increase Liberal Arts students’ awareness of Career Services events and services.

8. Attracted a record number (21) of graduate counselors from 4 different institutions to serve the career counseling needs of our students. The numbers of individual counseling sessions rose 15.5% to 3,039.

9. Using new DVD technology provided mock interviews to 15 different classes (500 students).

10. Launched an online student learning outcomes-based survey which yielded very positive results.

11. Initiated a Peer Career Advisor program to augment Walk-ins and 24 Hour Resume Reviews. Walk-ins topped 500 for the academic year.

12. Increased role in the now university-wide PASS program.
### Progress on 2004-2009 Administrative Support Plan (Strategic Plan)

**Dept. Strategy:** Place a comprehensive list of Career Information Center resources on the website and create a search engine for convenient research.
**FY 2005**
**Comments:** Completed, with ongoing updates.

**Dept. Strategy:** Update the on-line “What Can I Do With This Major?” handouts and cross reference with new and existing academic programs.
**FY 2006-2009**
**Comments:** Completed, with ongoing updates.

**Dept. Strategy:** Create an on-line assessment of services.
**FY 2006-2008**
**Comments:** Completed, with ongoing updates.

**Dept. Strategy:** Compile “Student Success Stories” and feature them on-line.
**FY 2005-2009**
**Comments:** Completed but currently designing a flashier, more user-friendly version.

**Dept. Strategy:** Collaborate with Graduate College to develop specific web resources and workshops for current graduate/professional students and undergraduates with those aspirations.
**FY 2006-2009**
**Comments:** Completed with ongoing updates, increasing number of presentations.

**Dept. Strategy:** Explore the option of virtual counseling services.
**FY 2006-2009**
**Comments:** Completed with updates as technology and staff are available.

**Dept. Strategy:** Increase the visibility and the user-friendly of the career resource library.
**FY 2007-2009**
**Comments:** First phase completed as part of office makeover initiative.

**Dept. Strategy:** Create a peer career advisor program.
**FY 2006-2008**
**Comments:** Begun this past spring with two PA’s, with plans to add more in future.

**Dept. Strategy:** Explore the option of virtual counseling services.
**FY 2006**
**Comments:** An instant message option was created, to be implemented in fall 2008.

**Dept. Strategy:** Collaborate with departments to streamline their internship programs
**FY 2006**
**Comments:** Strategy in progress, and will continue to schedule meetings with internship faculty during summer of 2008.

**Dept. Strategy:** Collaborate with Alumni Affairs to create an on-line Alumni Contacts service.
**FY 2006-2007**
**Comments:** This strategy continues to be in the tentative stages.

**Dept. Strategy:** Develop and implement an orientation for new faculty, GTAs, and IAs
**FY 2006-2008**
**Comments:** Developing meaningful contacts with faculty who are busier than ever remains a challenge.

**Dept. Strategy:** Create online student handbook, “How to Find and Market Yourself for an Internship.”
**FY 2007-2009**
**Comments:** In progress and first draft due in fall, 2008.

**Dept. Strategy:** Create job shadowing brochures - one for employers and one for students.
**FY 2007-2009**
**Comments:** Student version complete, employer’s in progress.

**Dept. Strategy:** Update job shadowing mentor database on an annual basis.
**FY 2007-2009**
**Comments:** In progress, complete update by September.

**Dept. Strategy:** Continue to develop relationships to assist University with HSI initiatives and retention.
**FY 2007-2012**
**Comments:** Continuing to strengthen relationships with all Hispanic student groups.

**Dept. Strategy:** Add a Career Counselor (changed to “Career Advisor”).
**FY 2008**
**Comments:** Not approved for funding for FY09.

**Dept. Strategy:** Expand services offered at satellite office such as instant messaging.
**FY 2008**
**Comments:** Exploring ongoing possibilities with IM and Remote Desktop.

**Dept. Strategy:** Expand on-line viral marketing.
**FY 2008**
**Comments:** Blog and Chat features are in beta stage for Fall.
**Dept. Strategy:** Implement an "Intern of the Year" award program for Texas State students.

**FY 2008-2009 Comments:** Plans are to implement in the Fall 2008 semester.

**Dept. Strategy:** Collaborate with departments/colleges to expand the "Internships - A Way to Get Your Career in Gear" as it relates to their majors.

**Comments:** Will be reworked specifically for Mass Comm majors.

**Dept. Strategy:** 100 percent student enrollment in Jobs4Cats.

**FY 2009 Comments:** Pending Student Information System functionality.

**Dept. Strategy:** Collaborate with departments/faculty to streamline the notification process to students of on-campus recruiting and interviewing opportunities.

**Comments:** New processes implemented, feedback from colleges/departments positive.

### Assessments for 2007–2008

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

1. **Outcome** – Employers participating in On-Campus Recruiting (OCR) rated the students they interviewed. On average, Texas State students’ highest ratings, on a scale of 1 (low) to 5 (high), were for “Resume” (4.01), “Personal Appearance” (4.28), “Self-Knowledge/Self-Sell” (3.98), and “Communication/Social Skills” (4.35), with an “Overall Impression” rating of 3.91. **Improvement** – Career counselors provide non-employer-specific feedback to those students who engaged in OCR interviews, to help improve their interviewing skills. In addition, the survey’s format and its general results provide insight to other students who meet with counselors to discuss interviewing strategies.

2. **Outcome** – The Spring Job and Internship EXPO’s student attendance increased from 690 (FY 07) to 1131 (FY 08). Though quite impressive, there is room for improvement, especially in certain colleges/Departments. **Improvement** – For FY ’09, work with the liaisons to MCBA and CLA (our two largest colleges) to increase the number of students from those colleges. Also, look to diversify employer mix to attract students from wider array of majors.

3. **Outcome** – Winter Job Shadowing had a 54% increase in student assignments from last year. Participation of business majors increased by 38% and liberal arts majors by 45%. **Improvement** – Liaison positions strongly impacted the marketing of job shadowing to students and faculty in the Colleges of Liberal Arts and Business. Will continue those efforts this year.

4. **Outcome** – Students rated their Job Shadowing experience in three areas, on a scale of 1 (low) to 5 (high). Average ratings for students in each of these areas were: “Student expectations met” (4.57), “Student gained insight” (4.91), and “Student opportunity to learn” (4.67). The comments indicated that students had learned significantly more about that particular occupation. **Improvement** – As with the employers’ Job Shadowing evaluations, ratings were very high. The students’ feedback confirms the learning outcome intended by the program, which is to know more about careers of interest. Plans to expand this valuable learning experience are dependent on an increase in staff.

5. **Outcome** – Career counseling clients from March and April 2008 who responded to this online survey yielded generally positive results. Among these ratings, on a scale of 1 (low) to 4 (high), were: “More likely to complete degree” (3.59), “Less nervous about professional direction” (3.59), “More confident of resume or cover letter” (3.39), and “Career concerns were addressed” (3.41). **Improvement** – As mentioned, these survey results were generally high; however, the students and alumni who participated were less positive in being “confident of interview skills” (3.08). Also, though they felt “less nervous” about professional direction, they were not necessarily “more certain” of that direction (3.00). There is still room for career counselors to provide better support to those less-confident students who are about to enter the job market.
Educational Outreach/Presentations by Department Staff to Institutions and Communities for 2007-2008

- The total number of presentations to campus student organizations, classes, workshops, orientations, etc. increased by 10.1% (336 to 370) and the number of students attending increased by 6.6% (19,411 to 20,690).
- Led College Awareness Tours for middle school students from San Marcos, Kyle, and New Braunfels.
- Conducted College Awareness Tour presentations for Summer Trio Leadership.
- Full participation in all Bobcat Days and counselor information sessions.
- Josie Garrott continued active involvement with the San Marcos Manufacturing Association (co-hosting the August meeting with Dept. of Engineering and Technology), the San Marcos Chamber of Commerce and Leadership San Marcos.
- Karen Julian represented the Texas State Graduate Student Affairs program at Texas Lutheran University’s Grad School Fair, helped organize Student Affairs’ Graduate Research Assistants Day, promoted internship programs at CFO Forum, North San Antonio Chamber of Commerce.
- Greg Hill partnered with CPI to coordinate a MBTI/Strong Interest Inventory workshop for career and mental health professionals from around the state.
- Several staff members served as mentors.
- Curt Schafer served on Board of Directors for the Southern Association of Colleges and Employers, presented at American Association for Employment in Education conference, Council for Advancement and Support of Education Southwest District conference and Texas Association for Employment in Education conference, conducted workshop for Leadership San Marcos Class of 2007-2008, served as Vice President of the San Marcos Chamber of Commerce Board of Directors and presented at Austin Alumni meeting.

Any Diversity Initiatives for 2007-2008 (List type activity, audience reached, and location)

- Numerous presentations at African American Leadership Conference, Leadership Exchange Workshop and to Hispanic support groups, First Generation Student Organization, First Generation Social Workers, Latinas Unidas, Student Support Services, etc. Collaborated with HBSA and Target to host the second annual “Business Networking Reception.
- Numerous workshops for ODS, including new Asperger’s Support Group. Coordinated the Federal Workforce Recruitment Program and provided testing space when needed.
- Presented on Dining Etiquette Tips at retreat for REAL (Respectable Educated Accomplished Ladies), a primarily African-American women’s organization.
- 43% of participants in Job Shadowing were minority students and 17% identified as first generation.

Major Objectives/Retention Initiatives for 2008-2009

1. Create online blog as part of the website in the fall 2008, with viral marketing capabilities, containing an RSS feed. Audio podcasts have been developed and will be included as downloads.
2. Set September as “Career Month,” with various events, as a lead-in to Fall Job and Internship Fair.
3. Research ways to engage sophomores to better utilize Career Service resources.
4. Expand partnership with University College General Studies program.
5. Continue to address the specific needs of present and potential graduate students.
6. Increase the number of “in house” workshops on a variety of topics.
7. Revise the website including virtual training programs and an employer guide.
8. Develop a student guide on “How to Market Yourself for an Internship.”
9. Refine career component during second year of “Emerging Stars” program.
Major Trends/Obstacles for 2008–2009

Obstacles - Our department continues to face the same obstacles as in the past:

1. **Space** - Full-time, GRAs/counseling interns, student workers, interview space, general work areas.
2. **Staff** - Still understaffed to serve the needs of a growing student population, as well as the demands of academic administrators, faculty, employers, and parents. All benchmarking data indicate that we should have 6-8 additional FTE’s compared to institutions in our size range.
3. **High/Rising Gas Prices** - May deter commuter students from additional trips to campus for our activities. Students may also be reluctant to drive to Austin or San Antonio for internships, especially those that are unpaid. Rising fuel costs may affect the number of employers who actually visit our campus to recruit our students. We are monitoring this situation to determine if there will be a shift to “distance interviewing.”
4. **Timing of Special Events** - changing class schedules, along with students’ increased involvement in jobs and student organizations leaves little time for us to fit our programs into their lives.

Trends - Some of the current and future trends are listed below:

1. **Student Usage** - Students have a surfeit of online choices for obtaining career advice. Many choose other options before Career Services, only to later discover the limitations of those other services. Many students are also delaying their career decision-making until after graduation.
2. **Economic Slowdown** - This trend started to affect May graduates, but may well last through the early part of 2009.
3. **Faculty Interaction** - Many employers are now attempting to bypass Career Services offices and go directly to faculty members for recommendations on “the best” students. We developed the liaison partnership with the Deans in Liberal Arts and McCoy College of Business to better promote our programs to students and also to better educate their faculty on the legal issues surrounding their interaction with employers.
4. **Measuring Results** - Proper use of assessments and their results will enable us to examine how we make a difference in student development and which areas of our services need improvement.
5. **Technology** - Balancing high tech and high touch is a challenge for all Career Services offices. It almost has to be done on an individualized basis as each student brings a different level of tech competency and a unique personality to the process.
6. **Internships/Co-ops** - As employers increase their emphasis on internships, our students and faculty must be aware and informed. In addition, more of our students are seeking local internships due to gas prices and time constraints.
7. **Millennials** - Aligning services to best meet their needs and to better manage their expectations.
8. **Parents** - Created a separate web portal for parents to better inform those who want to be involved in the career development of their children—viewing the parent as ally rather than as adversary.
9. **RRHEC** - There will continue to be a re-assessment of our role as the center continues to expand and more programs are offered, especially in the nursing field.
10. **Additional Academic Advisors** - There have been no discussions between our office and the leaders of academic advising on campus concerning the expansion of their roles to include career advising. That concept has appeared in print and conversation over the last few months.
11. **The McCoy College of Business** - Increased demands for Career Services will continue at the undergraduate and graduate level. More employment opportunities will be desired and an increase in programming to compliment the curriculum in the college.