UNIT REPORT
FY24 Assessment Plan
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Department Mission

Description:

University Career Services provides customized career development resources to support our constituencies through intentional programming and collaborative relationships built on a foundation of integrity. Services and resources include assistance with vocational and major assessments, professional documents, job search and interviewing techniques, networking and personal branding. UCS constituents include students, faculty, staff, alumni and employers.

Date last revised: 06/29/2019

Department Vision

Description: University Career Services will be the premier career services provider at the University of Houston.

Date last revised: 06/29/2019

1 Launch Career Cluster Model

Description:

Drawing from the ONET career clusters, UCS aims to utilize the career cluster approach to providing services thus enabling students to think beyond their major. The 5 main clusters we will use are : 1. Gov't & Public Admin; Law (Pre-Law) 2. Arts, Design, Media & Communications 3. Education, Health Science (Pre-Health) & Human Services 4. STEM & Health Science (Pre-Health track) 5. Business Management, Logistics and Hospitality In addition to this we will have services focused on Health Science (Students enrolled in health professional progams)

2 Promote Experiential Learning opportunities with employers to students

Description:

Promote and help students explore careers opportunities through employer engagement through various events such as panels, info session or speed networking, mock interview days, resume reviews, pitch sessions, speed networking.

3 Develop national and regional recognition as a top, core recruiting school

Description:

Create customized recruitment and engagement plans for employers to engage with UH students and alumni in new and innovative ways. Identify new companies through Cougar 100, student feedback and local chambers. Develop UCS branding and marketing materials, to showcase student diversity, recruitment structure and engagement opportunities. Launch employer sponsorship packages aimed at aiding student professional development and diverse needs of employers for hiring. Establish an employer advisory board to gain connection to industry and employer feedback regarding best practices in recruiting.

RELATED ITEMS -

RELATED ITEM LEVEL 1

2 Student Career Fair Follow-Up Survey

RELATED ITEM LEVEL 1

3 Benchmark career outcomes in the Big12 and or top 50

4 Develop innovative, niche opportunities for student career success

Description:

Collaborate with campus partners, college-based career centers and our instructional sites (UH @ Sugar Land and UH @ Katy) on programs and events. Develop strategic marketing plans and initiatives to promote Career Fairs and events such as townhalls, promotional items and text message campaigns. Expand job promotion initiatives to increase student activity (job applications and resume submission) in Cougar Pathway. Develop a website for employers to report hiring efforts throughout the year and to aid in JLD reporting and tracking employment outcomes [live website]

RELATED ITEMS -

RELATED ITEM LEVEL 1

1 Evaluating skills gained by student employees by participating in JobCITE

5 Become the go to spot for on-campus Student Employment at the University of Houston

Description:

Develop an On-campus Student Employee Training to benefit both supervisors and students. Revamp the student employment website and develop workflows and guidelines for participation. Advance Faculty & Staff engagement in Cougar Pathway through an intentional campaign and newsletters. Create CWS / NCWS Supervisor online training module.

1.1 Launch Career Cluster landing page on the UCS website

Description:
Description:
Have a landing page for the following 5 main clusters :
1. Gov't & Public Admin; Law (Pre-Law)
2. Arts, Design, Media & Communications
3. Education, Health Science (Pre-Health) & Human Services
4. STEM & Health Science (Pre-Health track)
5. Business Management, Logistics and Hospitality

2.1 Promote Experiential Learning opportunities with employers

Description:
Description:
- Champion professional groups for mentor events,
- Offer employers incentives to offer mentoring 'Day in the Life of'
- Continue to provide desirable job shadowing opportunities and partnerships
- Schedule Job Field Trips once per month
- Explore and plan various types of shadowing or meet and greet events with employers for the UH main campus, and Sugar Land site
- Help students explore careers through a "Career Day" with employers attending from specific career clusters for panels, info session or speed networking.

3.1 Developing employer relations practices to national benchmarks

Description:
- Create customized recruitment and engagement plans for employers to engage with UH students and alumni in new and innovative ways
- Identify new companies through Cougar 100, student feedback and local chambers
- Develop UCS branding and marketing materials, to showcase student diversity, recruitment structure and engagement opportunities
- Launch employer sponsorship packages aimed at aiding student professional development and diverse hiring needs of employers
- Establish an employer advisory board to gain connection to industry and employer feedback regarding best practices for recruiting
- Create dashboard on UCS website for sharing graduation employment data

RELATED ITEMS -

RELATED ITEM LEVEL 1

2 Student Career Fair Follow-Up Survey

RELATED ITEM LEVEL 1

3 Benchmark career outcomes in the Big12 and or top 50

4.1 Forge and strengthen partnerships to expand our reach into the university and greater community

Description:
- Collaborate with campus partners, college-based career centers and our instructional sites (UH @ Sugar Land and UH @ Katy) on programs and events
- Develop strategic marketing plans and initiatives to promote Career Fairs and events such as townhalls, promotional items and text message campaigns
- Expand job promotion initiatives to increase student activity (job applications and resume submission) in Cougar Pathway
- Develop a website for employers to report hiring efforts throughout the year and to aid in JLD reporting and tracking employment outcomes [live website]

5.1 Champion exceptional opportunities and services to support all UH students

Description:
- Develop an On-campus Student Employee Training to benefit both supervisors and students
- Revamp the student employment website and develop workflows and guidelines for participation
- Advance Faculty & Staff engagement in Cougar Pathway through an intentional campaign and newsletters
- Create CWS / NCWS Supervisor online training module

RELATED ITEMS -

RELATED ITEM LEVEL 1

1 Evaluating skills gained by student employees by participating in JobCITE

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Program/Service Being Assessed: Using JobCITE to evaluate skills gained by Peer Career Advisors (PCAs)

Assessment Method: Qualitative

Description of Assessment Activity:

- We will be evaluating the PCAs on 3 types of skills using a rubric developed by the JobCITE program.
- **The three competencies we will be evaluating the PCA's on are:** Effective Communication, Problem-solving, and Teamwork.
- University Career Services JobCITE supervisors will help students (PCAs) articulate what they have learned from their on-campus job providing structured opportunities for students to reflect on and integrate what they are learning in order to better excel in their chosen career field.

Frequency / Timeline of Assessment Activity:

JobCITE supervisors (UCS staff) will schedule two brief structured 10-minute conversations between September and December.

Connection to Goals/Mission:

Connects with UCS strategic goal #2 to train employers and students how to articulate transferable skills gained through on-campus employment for career related opportunities.

2 Student Career Fair Follow-Up Survey

Program/Service Being Assessed: career fairs and mixers

Assessment Method: Quantitative

Description of Assessment Activity:

The Student Career Fair Follow-Up Survey will assess whether a student **received an interview and a job/internship offer** as a result of attending career fairs in Fall 2023.

The goal is to collect feedback from students who have received an interview or an offer from employers who attended UCS' career fairs and mixers.

Cougar Pathway will be utilized to identify students who attended each career fair, ensuring that only those who signed in at the events receive a personalized survey request. *By leveraging the data from Cougar Pathway, students will receive targeted messages based on the specific career fair they attended, prompting them to complete the survey.*

Frequency / Timeline of Assessment Activity:

The survey will be administered to students approximately at the end of every semester. The survey completion deadline will be set end of Fall 2023 and Spring 2024, which will allow sufficient time for students to complete and enough time for UCS to promote the survey.

Connection to Goals/Mission:

This activity connects directly to UCS strategic goal #4: Create customized recruitment and engagement plans for employers to engage with UH students and alumni in new and innovative ways

3 Benchmark career outcomes in the Big12 and or top 50

Program/Service Being Assessed: Access to Graduation Employment data

Assessment Method: Quantitative

Description of Assessment Activity:

The goal of this assessment activity is to work with Institutional Research and create a dashboard to reflect this graduation data clearly on the UCS website for stakeholders (students, faculty, staff and employers) to view. Graduation employment data includes post graduation plans for students (working, going to graduate school, taking a break), the types of jobs (full-time/part-time/commission based etc.) that students will start upon graduation. This will bring us in alignment with other Big12 schools and how they share their graduation employment data.

Frequency / Timeline of Assessment Activity:

Dashboard will be created and hosted on the UCS website by end of Fall 2023. During Spring and Summer of 2024 UCS will continue to monitor if data is being consistently and accurately reported through this dashboard.

Connection to Goals/Mission:

Develop national and regional recognition as a top, core recruiting school by aligning data sharing best practices with other Big 12 schools.