What are our promises to students?

“The promise of the University Career Center is to assist students and alumni in identifying and developing the skills necessary to pursue lifelong career goals.”

“To provide and deliver the most up to date and highest quality of career related programs, resources and services to inspire all students and alumni to excel in their career goals and aspirations.”

“To prepare them from their freshman year with career exploration to their senior year to transition out into the workforce”

“We promise to assist students to identify their career paths, their interests, values and abilities, explore all the available opportunities, and increase their marketability through intense preparation.”

“To continue to support them in their career planning and exploration process by continuing to help them grow and change ways to match their needs as industry and the economy change.”
Our Goals for 2010-2011

**Goal 1:** Provide accurate and timely student notes and qualifiers in the Interfase system track progression of career planning and development of the students that use the Career Center. To guarantee continuity, we identified the need to better track student information and participation in on-campus events (i.e. workshops, career fairs. etc.). At the end of the fiscal year we reached our goal!

**Goal 2:** Expand and enhance the experiential learning program.
We hired an experiential learning program coordinator in Jan 2011 who has been working hard to establish the programming and procedures for this area.

**Key Indicators**
- Internship students will be able to articulate career choices based upon the assessment of their interests, values, skills and abilities. Students are being counseled one on one with the experiential learning coordinator. Follow up and final evaluations will take place at the end of the for credit experience.
- Internship students will be able to make the connections between classroom and out-of-classroom experiences and will comprehend the world of work. Evaluation will occur at the end of summer term.
- In 2009-2010 a total of 820 students participated in Internships for credit. In 2010-2011, a total of 1516 participated. This is almost doubled in the last year.
Goal 3: Provide professional development of job search skills.

An obvious change in job search technique has occurred by the heavy use of professional networking sites and virtual career fairs and information sessions with employers. The University Career Center has begun incorporating how to use these technology and social media forum tools to assist students and alumni in their job search. The following action steps were taken to encompass the change in job search technique:

**Action Steps Taken:**

- **Enhance programming** - to assist students in skill development for the various types of networking methods to include professional online network and assist students with developing professional networks early in their careers.
- **Use social and professional networking sites to model examples and connect students.**
  - We have now begun teaching LinkedIn and the University Career center has a linked in page for students and alumni care the UTSA Career Center Virtual Networking Lounge: [http://www.linkedin.com/groups?mostPopular=&gid=3058182&goback=%2Eanp_3058182_1307979103229_1](http://www.linkedin.com/groups?mostPopular=&gid=3058182&goback=%2Eanp_3058182_1307979103229_1)
  - We also have a robust University Career Center Facebook Fan page that keeps our students connected with the events and on campus recruiting and interviews: [https://www.facebook.com/hireroadrunners](https://www.facebook.com/hireroadrunners)
  - We also have developed a Virtual University Career Center office, in collaboration with the College of Engineering faculty Dr. Carman Fies, Associate Professor, STEM Education & Instructional Technology COEHD-ILT in Second Life. The purpose is to teach students to use second life for professional workshops, individual counseling sessions, and meetings and initial interviews with employers “on campus” virtually. Additionally, we audit actual successful Second Life academic classrooms to
determine feasibility and student preference for this method of teaching and counseling/information.

- Lastly, to support this goal, the University career center is using Twitter to tweet about jobs and internships or events on campus.

The following screen shots depict the actual virtual campus, career center office and active workshop held in Second Life:

This is the UTSA Main Building in Second Life
Individual counseling sessions can occur here. Information cards are also available.

This is the Career Center Virtual office. Morris Ellington, Program Manager for the University Career Center is the Avatar manning the information desk.

This is an actual workshop on Professional interviewing 101 with UTSA students and is being taught by Morris Ellington. The use of PowerPoint is easily inserted into Second Life.
Key Indicators

- Student and alumni will actively use professional online networking tools to expand networks, seek informational interviews and locate jobs
  - *We currently have 277 alumni on our LinkedIn page since inception in Spring 2010 and over 1200 followers on our Facebook fan page. Twitter is actively used on the UTSA Career center website and has a growing following for the tweets.*

- **Career fairs and employer events** will have an associated student focused networking event with employers, faculty and staff. Through new networking and professional development activities, employers will have an increase in opportunities to come on campus to network and build relationships with students.
Our student employees working at the student check-in for an event

Our students work hard to impress recruiters with their resumes!

Engineering Expo – our students look really sharp!
**Goal 4:** Create new and enhance existing relationships with employers to yield maximum career development and employment opportunities for UTSA students and graduates.
Networking opportunity for students at the Union Pacific event (2010)

Heroes and Heritage Federal Summit (Spring 2011)
**Goal 5:** Promote professional development of the University Career Center staff to enhance understanding and ownership of their role in the University Career Center.

- All career counselors will become GCDF certified counselors through NCDA
- Cross training of all Professional Career Center Staff
- All Career Center staff members will participate in at least one Professional Certification, staff development opportunity and/or Professional memberships during 2010-2011

*Our staff members participate in the Etiquette Dinner as table hosts*

*Two Career Counselors presenting at the Student Affairs Annual Conference*
**Goal 6:** Improve access to career exploration and professional development resources through an increased use of web-based and multi-media delivery.

- Create a fluid University Career Center website that will increase the use of career related podcasts, webinars, chats, blogs, and links to career resources and events.
- Increase communication with students and alumni through multiple forms of outreach (social networking sites, e-mail, etc.).
- Hire a web Intern in a paid position for the University Career center.

### ALL CAREER FAIRS ATTENDENCE

<table>
<thead>
<tr>
<th>Event</th>
<th>Fall 2010</th>
<th>Spring 2011</th>
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<tbody>
<tr>
<td>Fall All Majors Fair</td>
<td>865</td>
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<tr>
<td>Fall DT Career Fair</td>
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<tr>
<td>Fall Educator Fair</td>
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<tr>
<td>Part-time &amp; Work-study (Not tracked)</td>
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<td>Spring all majors Fair</td>
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<td>Spring Engineering Expo</td>
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<tr>
<td>Spring Educator Fair</td>
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<td>360</td>
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<td>Heroes and Heritage Summit</td>
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<td>COS and Kines. Fair</td>
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<td>Colfa Fair</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1383</strong></td>
<td><strong>1753</strong></td>
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Our Points of Pride

- Karen Ivy and Eric Arellano joined the SACUCCA and are participating board members
- Barbara Jackson was appointed as a SAHRMA Board member and oversees the HRCI program
- Christian Corrales is on the planning committee for the National Conference for HACU. Sat on planning committee for National CEIA conference
- Yvonne Jones is the Treasurer of the San Antonio College and University Career Centers SACUCCA
- Gregory Frieden and Shirley Rowe are a member of the Staff Council for UTSA
- Karen Ivy is the UTSA member for ARDACK. Selected for the US Navy Blue Angels aerial performance team incentive ride program
- Shirley Rowe became a certified GCDF Trainer through National Career Development Association.
- Luisa Ramirez received her Master degree in Educational Leadership with concentration in Educational leadership and Policy studies and was promoted to On Campus Recruiting Coordinator

HEB Day – from left to right:
Dr. Frederick, Dr. Romo, Mr. Boyan, Mr. Carrisalez
In Summary:
The University Career Center staff completed the visioning exercise for 2015 and determined that we have a clearly developed vision and direction for the center in the coming years. It will continue to require flexibility and rapid response to changing economic environment and technology. We model our center after the Adaptation of the Casella’s Career Center Paradigm (Dey and Real, 2009). Part of that visioning exercise was to look back and reflect on the changes, events, activities and efforts that we accomplished in the last year. The pace was fast and furious at times as new staff was added and old staffing changed over. New ideas were introduced and old ideas and procedures were refreshed and refined. The University Career Center has no known insurmountable obstacles and the highly talented and professional staff continues to function as a high performance team.

“Dive in the UC” – fun for new incoming freshmen!