



Initiative to Streamline Employment Data Collection of Graduates

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Take away:

Share and aim to provide a practice to implement at your campus and help to build a culture of assessment

- **Purpose of the employment data**
- **NACE Guidelines**
- **Research of other Institutions**
- **Past data collection processes**
- **OUR initiative**
- **Next steps**

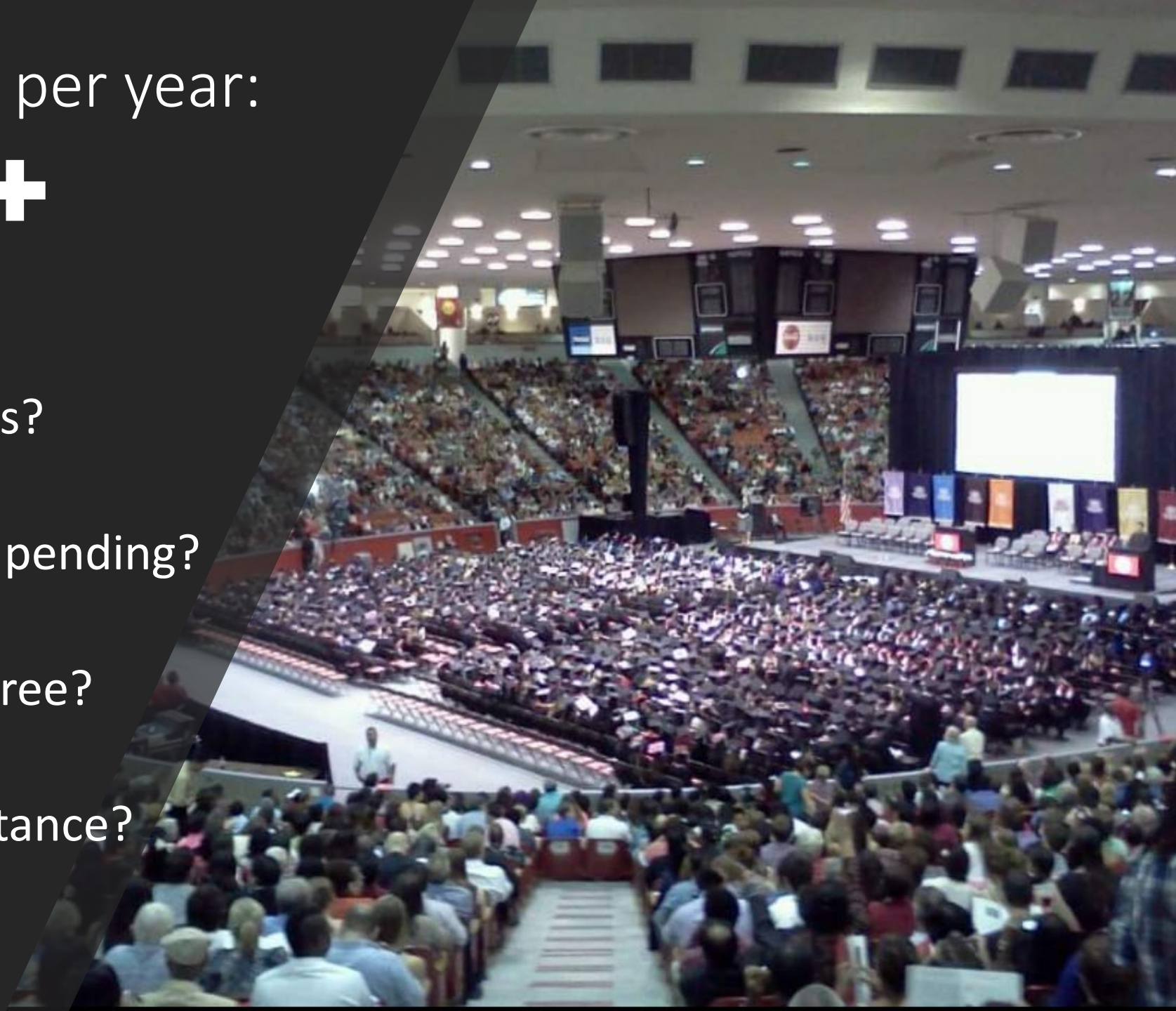


Number of graduates per year:

10,700+

(2019-2020)

- What are their next steps?
- Do they have a job offer pending?
- Pursue an advanced degree?
- Need of job search assistance?



NACE's First-Destination Survey captures information regarding how new college graduates fare in their careers *within six months of graduation*. The annual initiative provides clear, concise, and consistent data on the outcomes associated with a college education on a national scale.

Outcomes include:

- 1) types of employment—full or part time, contract, freelance, and so forth;
- 2) additional education, e.g., accepted to graduate or professional school;
- 3) still seeking either employment or further education;
- 4) and starting salary for those employed full time.



University Career Services (UCS) Employment Survey [2019]

BASIC DATA

Student ID #: _____

College: _____

Major: _____

Degree (circle): Bachelors Masters Doctorate

AFTER GRADUATION PLANS:

1) Are you currently employed full-time in your desired field? (circle) **No** (If no, skip to question #2) **Yes** (If yes, answer questions below)

Name of employer: _____

Job title: _____

Salary range: (circle) <10K 10-30K 30K-49K 50K-69K 70K-89K 90K+

2) Have you been accepted to graduate school? (circle) **No** (If no, skip to question #3) **Yes** (If yes, answer questions below)

Name of school and program: _____

Expected start date: _____

3) If answered "NO" to the above questions, which best describes your current situation:

- I have a pending job offer
- I am seeking full-time employment
- I have applied to graduate school
- I plan to apply to graduate school
- I am employed full-time outside my field of study
- I am employed part-time outside my field of study

- I am self-employed or doing freelance or contract
- I am currently in the Military/PeaceCorp/AmeriCorps
- I plan to apply for the Military/PeaceCorp/AmeriCorps
- I am not seeking employment
- Other: _____

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1) Did you complete an internship (or co-op) while attending UH? **No** (If no, skip to question #2) **Yes** (If yes, answer questions below)

Name of employer: _____

Time frame: _____

- 2) Have you ever used UCS resources (Cougar Pathway, career counseling)? **Yes** **No**
- 3) Have you ever attended UCS events (info session, workshops or career fairs)? **Yes** **No**
- 4) Did you receive an internship or job through Cougar Pathway or a UCS Career Fair? **Yes** **No**
- 5) Has a UCS career counselor helped you prepare to and/or receive an internship or job? **Yes** **No**

Employment Survey Outcomes (2015-2019)

- Surveys collected in-person
- PS Query Training & Reports
- Data entered manually
- Shared with corresponding colleges
- Increase response rate from **9% to 65-75%**
- Published on the UH- UCS website - www.uh.edu/ucs

POST GRADUATION SUCCESS FACT SHEET

College of Natural Sciences and Mathematics (NSM)



December 2019 graduates completed the employment survey (70% response rate)

NSM Majors

- Applied Mathematics
- Biology
- Biochemistry
- Chemistry
- Computer Science
- Earth Science
- Environmental Science
- Honors Biomedical Science
- Geology
- Geophysics
- Mathematics
- Mathematical Biology
- Physics

Job titles of NSM graduates

Assistant Clinical Research Coordinator - Cloud Developer - Consultant Developer
Cyber Security Software Engineer - Data System Engineer - Geologist - Geophysicist
Geoscientist - IT Analyst - Junior Software Engineer - Post Doc Research Scientist
Python Developer - Senior Tech Engineer - Software Developer - Software Engineer
Systems Analyst - Math Teacher - Technical Analyst - Technical Consultant

Employers of NSM graduates



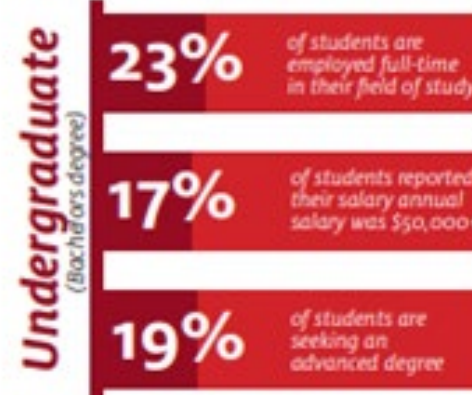
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Challenges: Before COVID 19

- Several moving parts
- Staffing at Graduations
- Multiple Graduations on day
- Subject to cancel due to inclement weather
- Coordinate with colleges/efforts to minimize duplication
- Coordinate with career centers to get updated data
- One format to share data

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Geoscientist - IT Analyst - Junior Software Engineer - Post Doc Research Scientist
Python Developer - Senior Tech Engineer - Software Developer - Software Engineer
Systems Analyst - Math Teacher - Technical Analyst - Technical Consultant

Employers of NSM graduates



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Benchmarking Other Institutions



Houston Area Consortium of Career Centers (HACCC)- The members of HACCC meet regularly to improve practices and develop effective strategies in career services, as well as build the large network of employers with job opportunities that ultimately benefits the students of our thirteen different universities.

Houston Baptist University

Lamar University

Prairie View A&M University

Rice University

Sam Houston State University

Stephen F. Austin State University

Texas A&M University - Galveston

Texas Southern University

University of Houston

University of Houston - Clear Lake

University of Houston - Downtown

University of Houston - Victoria

University of St. Thomas



University of Florida



Ohio State University

Who distributes the graduation survey?

87%

Career Services
Office

27%

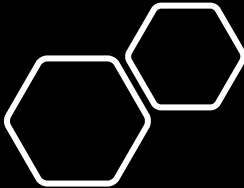
Centralized
Institutional
research

20%

Academic
Colleges

13%

Other;
alumni,
academic
departments



Decentralized Career Services Model



Collect data for remaining seven colleges

Architecture, Arts, Education, Liberal Arts and Social Sciences, Natural Science and Mathematics (NSM), and the Hobby School of Public Affairs

Issue: Collecting data during the pandemic

- Communicate with college contacts
 - Discovery and demo meeting with college- based career centers- **central survey?**
 - Shared student messages
 - Coordinate dates, messages and reports with OUR
-



Career Services Next Steps...

Checklist until June 1, 2021

Incentivize

LinkedIn
subscriptions

Gift cards

Books

Graduation
cards

Picture
frames

Strategic Communication through the summer

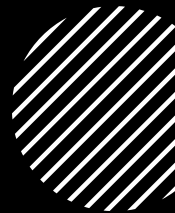
Issue: Collecting data during the pandemic

- Discovery and demo meeting with college-based career centers-





OUR Support



Increase visibility



Data Collection



Communication Plan

Resources and Campus Solutions Functionality

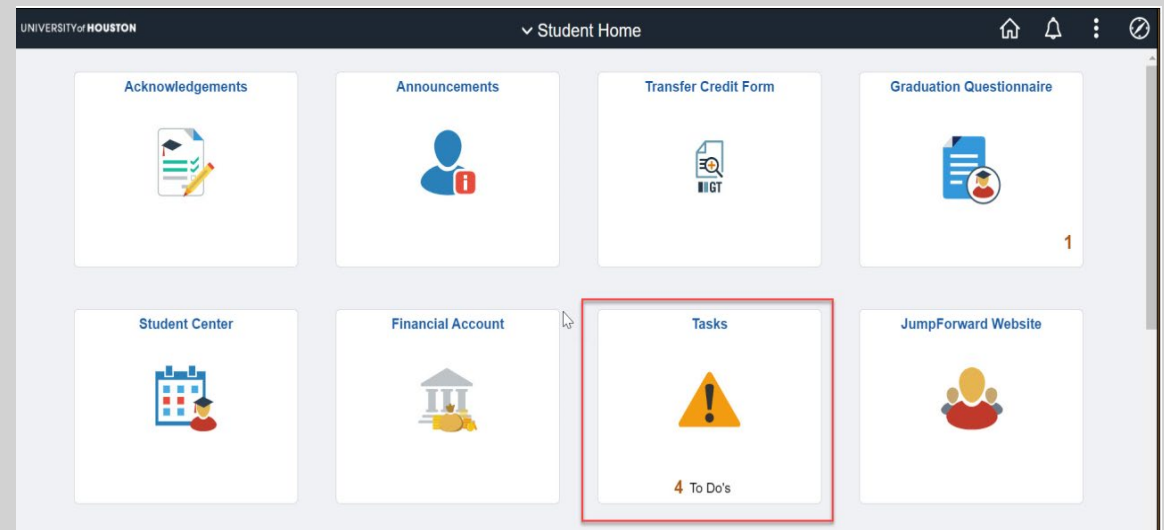
Applied to
Graduate
Report

Activity
Guides

Checklists

Activity Guides Option 1

- Appears on the Student Home Tasks Tile
- Used for the Return to Campus and UH Living Locations Questionnaire
- Easy to set up in Campus Solutions
- Offered Flexibility
- Branding
- Communications
 - Assigned
 - Completed
 - Reminders



Activity Guides

Option 1

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OFFICE OF THE PROVOST

Dear Student,

The University of Houston is required to report where UH Extend students, who are enrolled in only online courses, are physically located. Based on your current enrollment, you have been assigned the following new task:

Student ID:
Task: UH Online Living Location
Due Date:

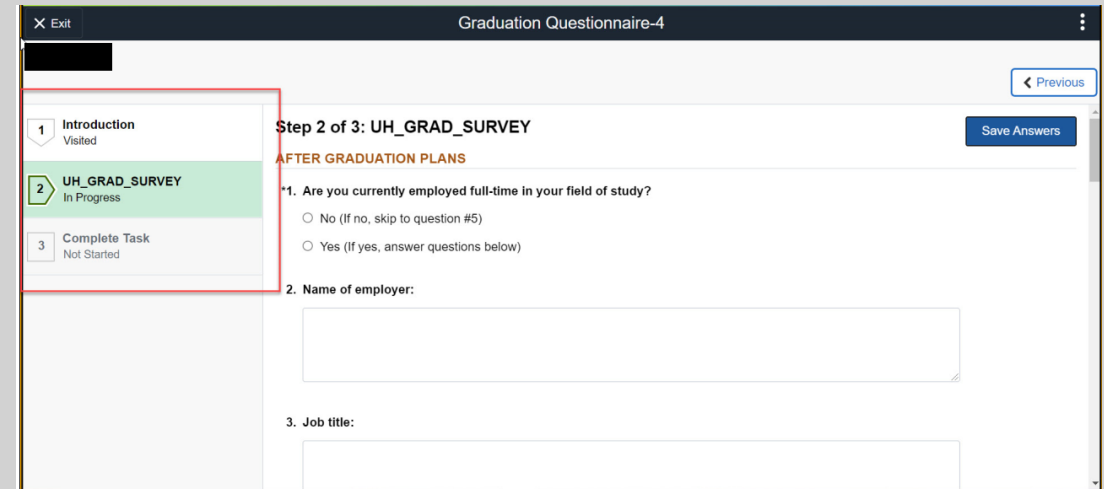
To complete this task, log into accessuh.uh.edu, click on MyUH, then navigate to the "Tasks" tile and "UH Online Living Location". Follow the steps to complete this task.

For more information or if you have questions, please contact the office of Online & Special programs at 713-743-3327 or via email at UHonline@uh.edu.

This is an official message sent by the University of Houston. To verify the validity of this message, email security@uh.edu.

Activity Guides

- Allows the students to track the progress of the questionnaire



The screenshot displays a web application window titled "Graduation Questionnaire-4". On the left, a progress sidebar lists three steps: "1 Introduction Visited", "2 UH_GRAD_SURVEY In Progress" (highlighted in green), and "3 Complete Task Not Started". The main content area is titled "Step 2 of 3: UH_GRAD_SURVEY" and includes a "Save Answers" button. Below the title, the section "AFTER GRADUATION PLANS" contains three questions: "1. Are you currently employed full-time in your field of study?" with radio button options for "No" and "Yes"; "2. Name of employer:" with a text input field; and "3. Job title:" with another text input field. Navigation buttons for "Previous" and "Next" are visible at the top right.

Activity Guides

- Can create custom questions and capture responses
- Unable to embed external links

Step 2 of 3: UH_GRAD_SURVEY

AFTER GRADUATION PLANS

*1. Are you currently employed full-time in your field of study?

- No (If no, skip to question #5)
 Yes (If yes, answer questions below)

2. Name of employer:

3. Job title:

4. Salary range:

- <30K
 30K-45K
 50K-65K
 70K-85K
 90K+

*5. Have you been accepted to graduate school?

- No (If no, skip to question #8)
 Yes (If yes, answer questions below)

6. Name of school and program:

7. Expected start date:

8. If answered "NO" to the above questions, which best describes your current situation:

- I have a pending job offer
 I am seeking full-time employment
 I have applied to graduate school
 I plan to apply to graduate school
 I am employed full-time outside my field of study
 I am employed part-time outside my field of study
 I am self-employed or doing freelance or contract
 I am currently in the Military/PeaceCorp/AmeriCorps
 I plan to apply for the Military/PeaceCorp/AmeriCorps
 I am not seeking employment
 Other:

Comments:

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*9. Did you complete an internship (or co-op) while attending UH?

- No (If no, skip to question #12)
 Yes (If yes, answer questions below)

10. Name of employer:

11. Time frame:

*12. Have you ever used UCS resources (Cougar Pathway, career counseling)?

- Yes
 No

*13. Have you ever attended UCS events (info session, workshops or career fairs)?

- Yes
 No

*14. Did you receive an internship or job through Cougar Pathway or a UCS Career Fair?

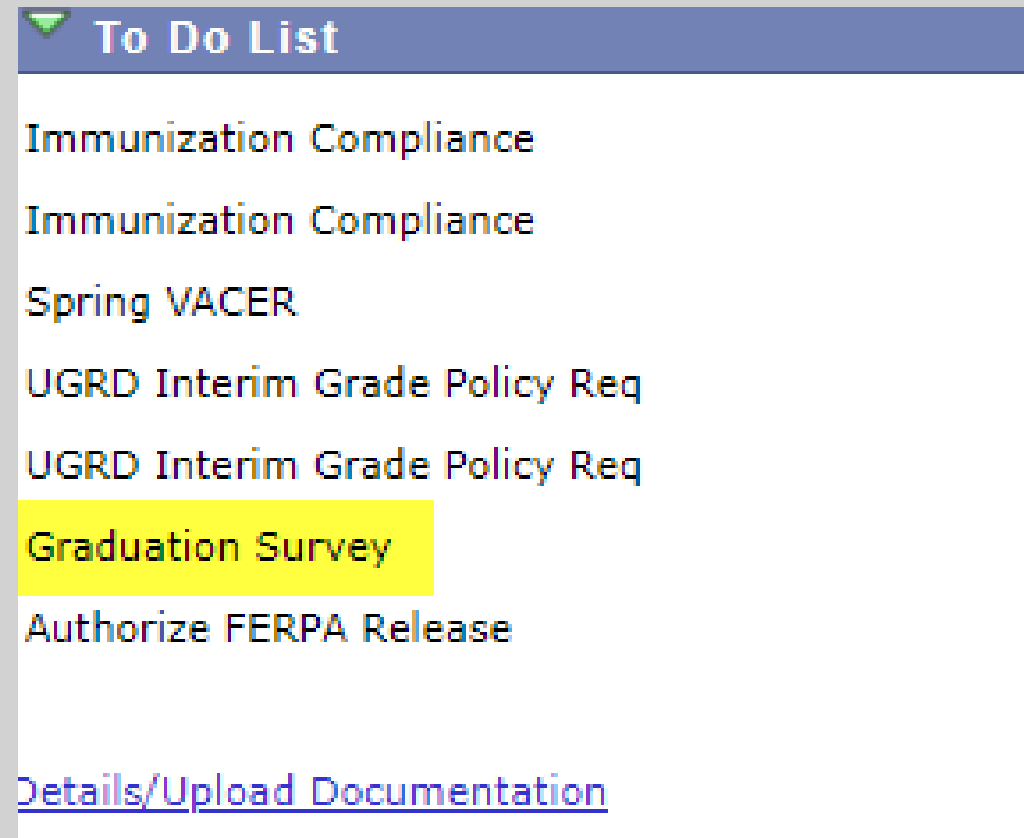
- Yes
 No

*15. Has a UCS career counselor helped you prepare to and/or receive an internship or job?

- Yes
 No

Checklist Items Option 2

- Are assigned to individual Students and appear on their To Do Lists
- Easy to set up in Campus Solutions
- Offered flexibility needed to set up for multiple colleges and departments



The screenshot shows a 'To Do List' interface with a blue header bar containing a green downward-pointing triangle and the text 'To Do List'. Below the header, a list of tasks is displayed: 'Immunization Compliance', 'Immunization Compliance', 'Spring VACER', 'UGRD Interim Grade Policy Req', 'UGRD Interim Grade Policy Req', 'Graduation Survey' (highlighted in yellow), and 'Authorize FERPA Release'. At the bottom of the list is a blue underlined link that reads 'Details/Upload Documentation'.

Checklist Items

- College/Department Branding
- Customized content
- Embed external links
- Offered flexibility needed to set up for multiple colleges and departments

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Congratulations May 2021 University of Houston graduate!

The graduation survey is now open for all Spring 2021 graduates to share post-graduation career and academic plans. Both **undergraduate/graduate students** can access the survey [here](#). **The survey will remain on your student account through June 1, 2021.**

For more information on the process and importance of this Graduation Survey, view the [UCS website](#).

Return

Checklist Items Game Plan

- Assign Graduate Survey to students applied to graduate in Spring 2021 with a due date of June 1, 2021.
- Allowed us to embed the survey link so Career Services did not have to alter their process
- We were able to manage expectation by communicating with students in the initial communication that the Graduation Survey will remain on the To Do List until a certain date.
- Career Services was able to let us know who completed the survey so we could mass update the status of the checklist items to completed.
- UCS will send reminder emails.
- Students who completed the survey were added to UCS Student Group.

Issue: Collecting data during the pandemic

- Communicate with college contacts
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-





Share and Learn...



Questions...

Thank you!

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STUDENT AFFAIRS & ENROLLMENT SERVICES

University Career Services

UNIVERSITY of **HOUSTON**

OFFICE OF THE UNIVERSITY REGISTRAR