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ANNUAL REPORT

Pomerantz Career Center
C310 Pomerantz Center
careers.uiowa.edu



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| MISSION

Helping Hawkeyes to become leaders in their careers & communities.

| VISION

To create an engaged, career-centered campus that prepares students for lifelong professional success.

| OUR VALUES

We are CAREER professionals who value being:

Connectors

We collaborate to create opportunities

Approachable

We welcome & respect all

Responsive

We operated in a timely way to help & inform

Educators

We instill leadership & job readiness skills

Empowering

We promote self-awareness & life-long employability

Relevant

We stay current & adjust direction by collecting & assessing data

| ENHANCING THE PURSUIT

The Pomerantz Career Center provides a one-stop resource to help Hawkeyes develop skills and make smart choices well before they graduate, apply for graduate school or enter the job market. With 25 staff members, the Center is responsible for expert advising and programs that empower thousands of students as they choose and pursue their next steps. Our work builds their confidence by showing them their strengths and giving them experiences they can leverage toward their future goals.

| WHO WE SERVE

Henry B. Tippie College of Business
College of Engineering
College of Education
College of Nursing
College of Public Health
College of Medicine
University College
College of Liberal Arts and Sciences

For the 2019-20 enrollment report and student demographics, see:

registrar.uiowa.edu/reports-statistics

For semester by semester student data, visit the student profile page at

registrar.uiowa.edu/profile-students-enrolled



| 2019-2020 QUICK FACTS

307,292

Website visits at careers.uiowa.edu

3,527

Students enrolled in Career Center courses

53,292

Job, internship, student employment, & volunteer opportunities posted on Handshake

3,578

Students attended career fairs & networking nights

5,094

Student advising sessions conducted by Career Peer Advisors, Career Advisors, & Staff

593

Employers recruiting at Iowa in 2019–2020

4,926

Students participated in career-related workshops & programs



| CAREER ADVANCEMENT

The Career Advancement team provides turnkey assistance to students as they consider majors, careers and career preparation. Through one-on-one advising, drop-in sessions and other programming, students begin to identify their interests, skills and goals while exploring options, gaining experience and finding opportunities. Our team guides them to develop skills for interviewing, networking, negotiation and personal branding.

ADVISING

5,094

Total Advising Appointments

84%

Net Promoter Score

99%

Students reported their primary needs were met during advising or walk-in advising

1,583

Drop-in appointments

4,926

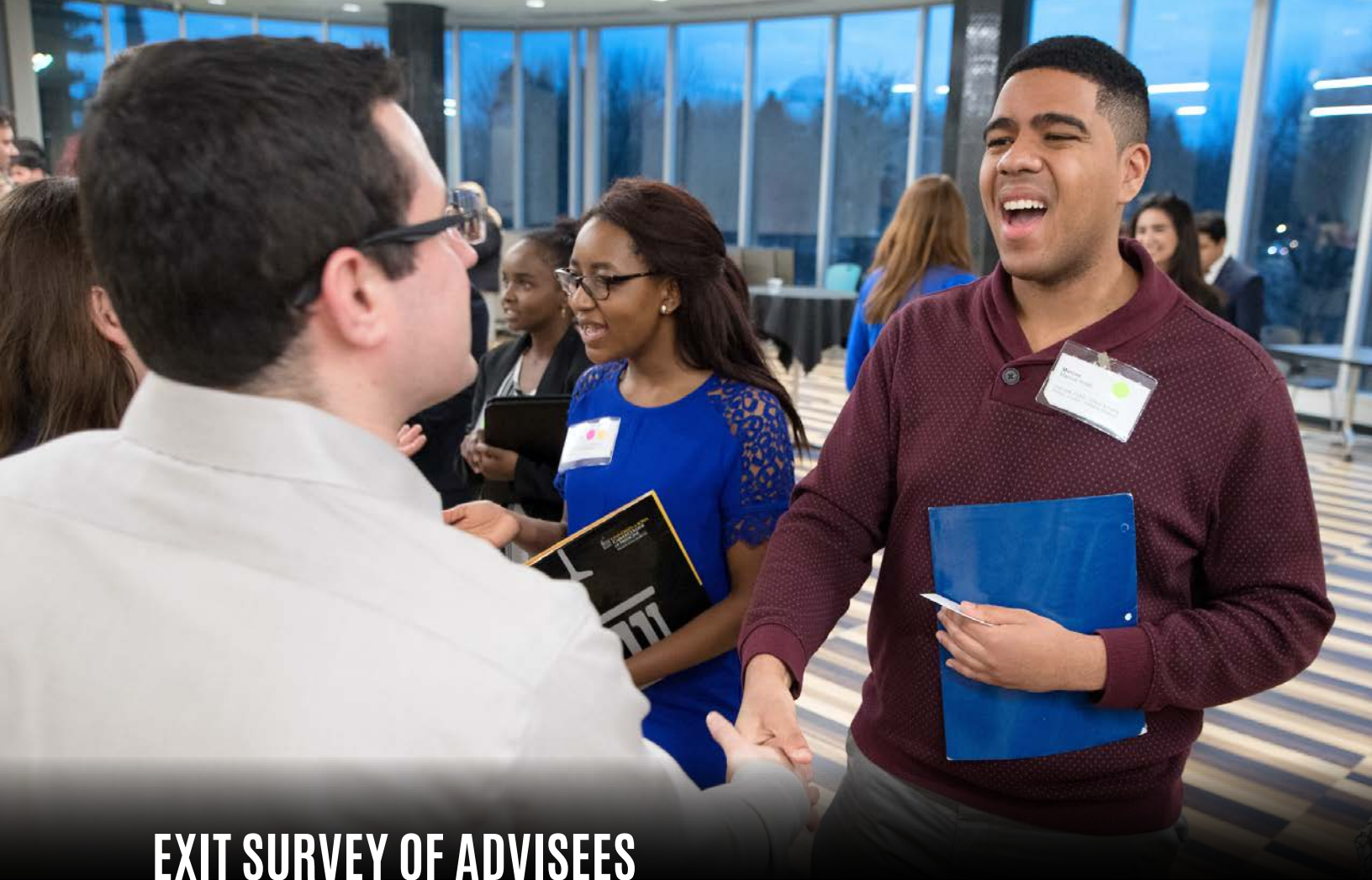
Career Program Attendees

3,511

Scheduled appointments

Most Popular Career Advising session Topics

- Improving resume, cover letter, or LinkedIn profile
- Exploring Majors & Careers
- Finding employment after graduation (job or gap year experience)
- Finding an internship or part-time job
- Getting ready for graduate school, CV, or personal statement



EXIT SURVEY OF ADVISEES

Prior to their appointment, most students reported feeling confused or overwhelmed and confident or informed following their appointment.

The Center's exit survey had 20% response rate. 99% of students reported having their needs met, and when asked if they would recommend Pomerantz Career Center to a friend, a majority of responses were positive, resulting in an 84% Net Promoter Score.

STUDENT QUOTES

"Thank you so much for all the help I received today! I learned so much and I became really enthusiastic to improve my resume. I feel even better about attending the career fair later today. Matt [Augeri] went above and beyond by even helping me understand how to use a LinkedIn profile. I would definitely recommend this and will be coming back in the future."

"I just found out about the career fair yesterday, I came into today and in Bailee [Meier, peer advisor] turned my life around in 20 minutes and honestly this will be the difference in me getting a job. I know exactly what I need to put down now, and I'm going to be able to stretch what I actually did in college to make it seem somewhat relevant for an employer, I've gotta go to work so i can't tell you more but absolutely great experience I'm so relieved and looking forward to tomorrow."

"Carissa [Colon, peer advisor] was very helpful in making connections between job requirements and my skills that help me believe that I can make a strong cover letter and increase my odds of getting the position I apply for."

UI STUDENT EMPLOYMENT & UI STEP PROGRAMMING

The student workforce development components of student employment came under the Pomerantz Career Center in Summer 2018. An academic course, student supervisor development sessions and workplace orientation sessions across campus help to elevate the student employment experience. This program also selects and awards Student Supervisor of the Year and Student Employee of the Year honors.

UI STEP Academic Course

51

Total students

29

Different majors

100%

Course
recommendation rate

2

Sections

2nd–4th

Years represented

We asked—on a scale of 1–5, with 5 being the most confident— "how confident do you feel with the direction of your current career preparation and planning?"

2.80

Confidence rating before course

4.35

Confidence rating after course

I *I would recommend UI STEP to every student, and honestly believe it should be mandatory. I say this because this class teaches so many valuable lessons that no other class can teach. It walks you through the beginning process of becoming an adult and being professional.*

UI Sophomore

UI STEP—Workforce Development Sessions

8

General Sessions

77

Attendees

6

Department-specific sessions

284

Attendees

|| Thank you for your invaluable mentoring. I've learned so much from talking with my teammates and seeing how you work. I'm grateful to have had the chance to attend this class today. I want to visit you to talk about my career path in the near future.

Student attendee

Supervising Today's Students Series

15

Workshops

24

Certificates earned

371

Attendees

9

Unique workshops

60

New supervisors

|| Thank you and major kudos to you and all of the guest speakers! Each workshop has had tremendous value on my leadership abilities with students and amongst my peers. Nothing but great things to say! Thank you for your time, efforts, and information.

Student Employee of the Year

64

Nominations, a UI record

16

Finalists

16

Different departments represented

|| Thank you so much for this recognition, it truly means the world to me!

Mikhayla Hughes-Shaw—2020

Certificate of Distinction Winner

Student Employee of the Year

74

Nominations

16

Finalists

16

Different departments represented

|| Thank you so much[...] for taking the time to recognize the work I do here at UI. I am grateful for the opportunity to engage with students like Cass and her peers, and I appreciate your collective support more than I could possibly put into words. What we do, we do together.
Daniel Khalastchi, 2019-2020 Finalist
Director, Magid Center for Undergraduate Writing

| EXPERIENTIAL EDUCATION

Hands-on experience enables students to advance their skill sets and explore career paths. Internships, study abroad, research and practicums allow students to apply what they've learned in classrooms while introducing them to industries and career paths of interest. The Pomerantz Career Center supports student internships by offering advising, academic credit and O-credit internship courses.

INTERNS ACROSS CAMPUS

**Internships, Practicums,
& Co-ops across campus**

1550

Fall 2019

1707

Spring 2020

694

Summer 2020

3,951
Total

2,724

Internships listed on
Handshake Profiles

331

Registered Internships
through PCC courses

717

O-credit Internships across
campus (PCC, Engineering,
Tippie College of Business)

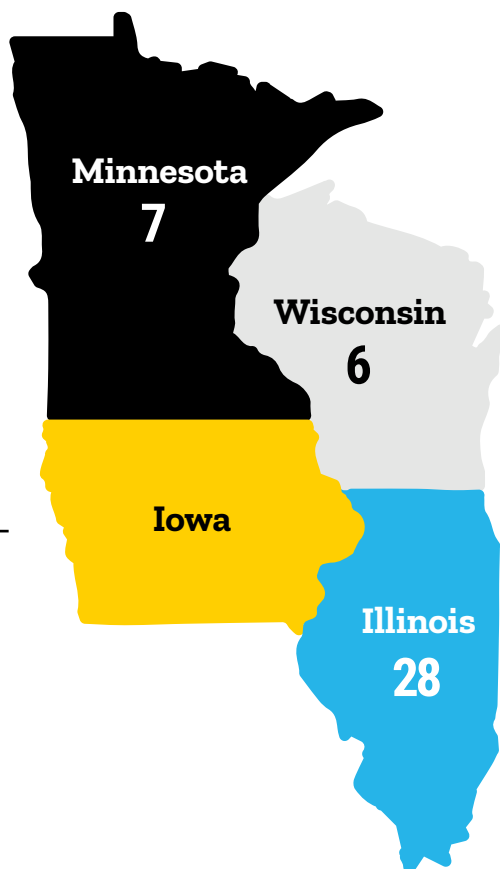




Jennifer Fisher, an intern in the athletics department, running the athletics Instagram.

TOP INTERNSHIP LOCATIONS

118	Iowa City
24	Cedar Rapids
20	Coralville
20	Des Moines



"This internship has solidified my thoughts on how beneficial my major is. Everything we learn in class lines up almost exactly with what we are being told in the internship. And it's super reassuring to hear multiple successful people say the same things about how they became successful. So this has been an overall good experience to remind me that I made the right choice with my major.

Marketing Intern in Summer 2020

Search Methods for Finding an Internship

Career Center 27%

Personal Networks 22%

Faculty/Department 16%

Other 15%

Industry specific job/Internship
website 9.7%

Student Organization 5.7%

LinkedIn 4.6%

Employers with Largest Numbers of Interns

University of Iowa

University of Iowa Hospitals &
Clinics

Hy-Vee, Inc.

Principal Financial Group

Unity Point Health

Northwest Mutual

Apple

World Food Prize

Ross Mathematics

AbbVie

ACT

Four Oaks Family and Children
Services

Bergan KDV

Child Serve

Honkamp Krueger & Co, P.C.

Mercy Hospital

Integrated DNA Technologies

TransAmerica

Consider Permanent Employment with the Employer

57%

Yes

27%

Maybe

16%

No



COMMUNITY INVOLVEMENT

Volunteerism helps Hawkeyes get hands-on experience while giving back to community and global nonprofit organizations. Our students take pride in applying what they've learned and making a positive impact in society.

VOLUNTEER ENTRIES ON HANDSHAKE PROFILES

1,784 entries by **553** students

Sampling of Sites

Alzheimer's Association
Appalachia Service Project
Best Buddies
Bickford Assisted Living
Carnegie Cultural Center
Catholic Worker House
Chatham Oaks
CommUnity Crisis Services & Food Bank
Corridor Autism Resource Expo
Courage League Sports
Denver Museum of Nature & Science
Domestic Violence Intervention Project
Family Learning Center
Festival of Trees
Four Oaks
Grant Wood Elementary School
Growing Power
Habitat for Humanity →
Helping Paws
Hillel
Iowa Braille SchoolKids
 Against Hunger
Kids First Law Center
Lily of the Valley Project
Maquoketa Caves State Park

Miracles in Motion Therapeutic
Equestrian Center
Neal Smith National Wildlife Refuge
Neiman Laboratory
Oakdale Prison
Pediatric Brain Tumor Foundation
Quad City Symphony Orchestra
Red Cross Africa
Science Center of Iowa
SEA Literacy
Shelter House
Special Olympics Illinois
Stead Family Children's Hospital
Table to Table
Turtle Advocate and Guardian Society
West Des Moines Public Library



Hawkeye Internship Grant

ENABLING PROFESSIONAL DEVELOPMENT

Internships are essential for launching a strong career—those who participate in them are more likely to have positive post-graduate outcomes. However, the lack of pay at non-profit or government internships can be a barrier to participation for students with high financial need.

That's where the Hawkeye Internship Grant comes in. In summer 2020, three students received \$1,000 each to support their living expenses while doing an unpaid internship at a non-profit or in government. Read about the full eligibility and applications at careers.uiowa.edu/hawkeye-internship-grant and congratulations to the inaugural winners!



Alicia Martel

Social Work major & Spanish minor, Social Work Intern at National Alliance for Mental Illness of Johnson County, Iowa City, IA. Originally from Muscatine, IA

"I decided to pursue social work because of my interest in empowering individuals with mental illness and advocating for equitable access to quality mental health care. The knowledge I learned in my social work courses at the University of Iowa, including about the person-

in-environment perspective, cultural humility, trauma, abuse, mental illness, human behavior, and motivational interviewing all helped me to prepare for the work I do at the NAMI-Johnson County. The scholarship helped me worry less about the financial cost of my unpaid internship and more about the learning opportunities and growth I could get out of my internship. The scholarship helped me out tremendously."

Emily Berkheimer

Informatics major, Art minor, and Public Digital Arts certificate, Graphic Design Intern at Summer of the Arts, Iowa City, Iowa. Originally from Ankeny, Iowa

"Having been an artist all my life, I have a lot of experience with problem solving, creativity, and aesthetics. I learned design principles and technical skills through college courses and self teaching.

At my position I refined my design skills and developed new skills in professionalism. This experience also showed me that I have a future in graphic design and community work.

I am so grateful that this scholarship allowed me to put effort into my work without having to expend energy and time on additional paying employment."

**Olivia Westemeier**

Psychology major, Rhetoric & Persuasion minor. Sexual Assault Prevention Program Evaluator at Resilience: Advocates for Ending Violence, Holland, Michigan. Originally from Cedar Falls, IA

"I analyzed K-12 prevention program data. With all the data, I wrote a full comprehensive report for them, both visualizing data as well as recommendations for improving the program so they could share it not only with the program itself but also with future funders and collaborators. This internship definitely exposed me to a new population and seeing how small changes in state or age groups can alter how you approach anti-violence work, so I really decided I am going to continue doing that and be more invested in the community. Being able to communicate my work to a broad range of audiences is crucial to making my work effective in the future."

| ACADEMIC & LEADERSHIP PROGRAMS

The Pomerantz Career Center provides 22 courses about a variety of topics, including leadership, communication, careers and teamwork. Offered through the departments of Leadership Studies or Career Center Programs, the courses connect students with industry professionals, who share their knowledge about career paths, networking and other topics. The Center also advises the Certificate in Leadership Studies, a 20/21-hour interdisciplinary leadership certificate program.

Fall 2019 – Summer 2020 Academic Courses Highlights

- In 2019-20, taught 22 different courses with 100 sections, enrolling 3,527 students
- Course formats included in-person, hybrid, online, full-semester, and off-cycle
- Many CCP and LS courses count toward UI programs of study
- Certificate in Leadership Studies was among the top 3 most popular certificates earned by the class of 2020! (stories.uiowa.edu/celebrating-university-iowa-spring-2020-graduates)
- COVID-19 sections of CCP courses added 600 seats to meet need on extremely short notice! We were additionally prepared to open 800 more seats if needed.
- New! Grab & Go course content ICON site created for campus-wide use

THE CERTIFICATE IN LEADERSHIP STUDIES

59 graduated or were conferred the Certificate in Leadership Studies during Fall 2019-Summer 2020.

179 students declared their pursuit of the Certificate in Leadership Studies as of Fall 2019





Through the courses in Career Leadership Academy (CLA), students interact with employers and learn how communication, analysis, teamwork, and other skills apply to careers as they apply for jobs and graduate programs.

574 students participated in CLA. They represent all four years and more than 50 majors, with Enterprise Leadership (35%) as the largest major.

106 employers participated in CLA classes and events resulting in over 200 engagements with students throughout the year.

CLA STUDENTS AFTER COMPLETING PART 1

98%

Can articulate their
personal values

99%

Can identify &
speak about their
CliftonStrengths

96%

Can articulate their
personal leadership
philosophy

Top Leadership Competencies

Self-development, Collaboration, & Productive Relationships

CLA STUDENTS AFTER COMPLETING PART 2

88%

Can explain how to enact positive social change in their local communities

92%

Can describe how their Top 5 Strengths impact their leadership practice & group work

85%

Can practice personal branding through tailored application document & prepared interview responses

Top Leadership Competencies

Self-development, Group Development, & Ethics

CLA Service Project Partners

Active Minds University of Iowa
Big Brothers Big Sisters of Johnson County
CommUnity (Johnson County Crisis Center)
Cornerstone Services (IL)
Domestic Violence Intervention Program (DVIP)
Field to Family
Food Pantry at Iowa (UI)
Hawkeye Area Community Action Program (HACAP)
Iowa City Animal Car & Adoption Center
Iowa City Bike Library
Iowa City Southeast Junior High School
Afterschool Program
Iowa Valley Habitat for Humanity
Kate Wickham Elementary School
Afterschool Program
Oaknoll Retirement Community
Project GREEN
Ronald McDonald House of Iowa City
Shelter House of Iowa City
Table to Table
United Action for Youth
University Counseling Services (UI)
University of Iowa Dance Marathon →
University of Iowa Environmental Coalition
University of Iowa Stead Family Children's Hospital
Women's Resource and Action Center (WRAC)



CORPORATE & COMMUNITY RELATIONS

We value our corporate and community partners and their roles in the future success of our students. We build relationships with employers so they can help Hawkeyes grow into productive interns and quality employees.

POSTINGS ON HANDSHAKE@UIOWA

53,292

Total

1,277

Fellowships

38,379

Jobs

431

On campus student employment

12,079

Internships

294

Volunteer postings

6,821

Total number of students attending events (not unique)

OUTREACH TO EMPLOYERS

90

Visits & Calls
(virtual from March on)

81

Recruiting at Iowa calls

52

Community event
involvement (virtual from
March on)



ANNUAL GRADUATE SURVEY 2019-2020

THE UNIVERSITY OF IOWA POST-GRADUATION DATA

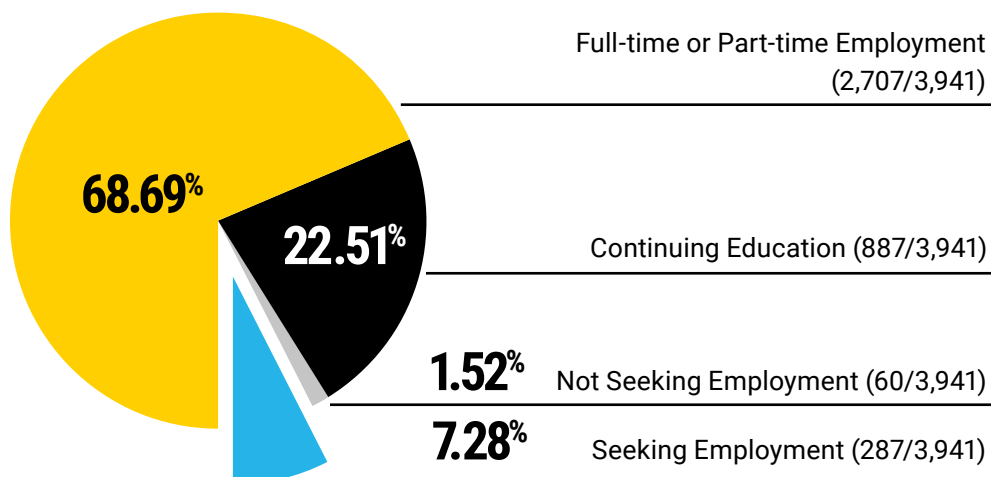
Collected by the Pomerantz Career Center

Here is a summary of the undergraduate population of graduates as a whole.

Further details are available at careers.uiowa.edu/post-graduation-data

Post-Graduation Data– All Undergraduates

Below are the results for 3,941 UI graduates out of 5,442 graduates during the period from Fall 2019 through Summer 2020 for the Tippie College of Business, College of Liberal Arts & Sciences, College of Education, College of Engineering, College of Nursing, Carver College of Medicine, College of Public Health and University College.



92.72%
PLACEMENT RATE



\$50,000
MEDIAN SALARY FOR
2019-2020 GRADUATES

