

# Interest in hosting a **CAREER TREK?**



**Pomerantz  
Career Center**

- 1** You will work with the Career Center to plan the events and establish expectations.
- 2** University of Iowa Pomerantz Career Center handles all communication with students about the event and coordinates transportation to and from your company. We will provide a roster of students the week of the site visit.
- 3** The company plans and coordinates what happens when students arrive. Here are some ideas of what you might want to plan:
  - a. Company and/or lab tour
  - b. Opportunities to engage with professionals either through a panel or speaker series
  - c. Networking / recruiting session with alumni
  - d. Presentation on how to apply and what you look for in candidates, internship opportunities, and appearances by division leaders
  - e. Case study or interactive game demonstrating what it is like to work on a project at your company
  - f. Refreshments/snacks/lunch/promotional items



There are many great options you can plan that will make this a fun and informative event for students. We recommend getting participants to move around and engage in interactive activities rather than sitting in one spot for long stretches of time.

## **HOW DOES THIS BENEFIT MY COMPANY?**

This is a great opportunity to develop brand recognition among the student body, market your internship and full-time job opportunities, and educate students on your hiring process and timeline. In addition, we actively promote your organization by incorporating your company logo in all promotional materials for the event, including email advertisements, event flyers, and educational materials during the event.

Interested in hosting a Career Trek at your company?

Contact:

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*University of Iowa, Pomerantz Career Center*

*Community Events Specialist*

# CAREER COMMUNITIES

Students schedule advising appointments based on their interest in exploring or pursuing careers in the following career communities. Our career communities are organized by career fields and industries.



## ARTS, MEDIA, & ENTERTAINMENT

Careers in this community focus on composing, writing, designing, and performing.



## BUSINESS & ENTREPRENEURSHIP

Careers in this community focus on leading people and projects, developing business plans, and preparing accounting records.



## DATA & INFORMATION TECHNOLOGY

Careers in this community focus on developing computer systems, managing computer networks, and interpreting and presenting data to address industry problems.



## EDUCATION

Careers in this community focus on facilitating learning by guiding and encouraging others.



## ENGINEERING

Careers in this community focus on the application of math, science, and technology in order to invent, design, build, and improve



## ENVIRONMENT & SUSTAINABILITY

Careers in this community focus on studying the physical aspects of the earth and applying knowledge to educate and inform on how to protect the environment and human/animal health.



## HEALTH & WELLNESS

Careers in this community focus on decreasing illness and injury and supporting others to be healthy and wholesome.



## HELPING & COUNSELING

Careers in this community focus on understanding people, supporting them through difficult times, and equipping them to grow and thrive.



## LAW & PUBLIC SERVICE

Careers in this community focus on public affairs, politics, and serving the community.



## SCIENCE RESEARCH

Careers in this community focus on designing and conducting research to improve products, processes, and ways of living.

Learn more about our career communities at [careers.uiowa.edu/students/career-communities](https://careers.uiowa.edu/students/career-communities)