

# 2016-2017 Annual Report



Pomerantz  
Career Center







Helping Hawkeyes to  
become leaders in their  
careers and communities.

#### MISSION STATEMENT

#### VISION STATEMENT

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

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# 2016-2017 Quick Facts

**500+**

Students participated  
in the Career  
Leadership Academy

**3,300**

Students (combined)  
attended 4 career fairs held

**5,500**

Student advising sessions  
conducted by Peer Advisors,  
Career Advisors and staff

**14,000+**

Job, internship, student  
employment and volunteer  
opportunities were posted  
on HireaHawk.com

**475,990**

Visits to  
[careers.uiowa.edu](http://careers.uiowa.edu)

**1,700+**

Students enrolled in  
Career Center courses

**4,600**

Interviews were hosted  
on campus during the year

**7,500+**

Students participated in  
career-related workshops  
& programs

**26,000**

Miles were traveled by  
staff from the Center to  
conduct employer outreach





# University of Iowa Students

Enrollment Report: Undergraduates—Fall Semester of 2016-2017 School Year  
[www.registrar.uiowa.edu](http://www.registrar.uiowa.edu)

	College of Business	College of Education	College of Engineering	College of Liberal Arts & Sciences	College of Nursing	College of Medicine	College of Public Health	University College
GENDER								
Men	1,492	40	2,064	7,652	67	40	9	254
Women	986	298	776	9,742	866	105	22	355
Not Reported	1	0	3	38	3	0	1	0
ORIGIN								
Res of Iowa	1,162		1,283	9,787	534	112	18	419
Non-res of Iowa	1,317		1,560	7,645	402	33	14	190
ETHNICITY								
African American	30		80	660	13	4	3	26
American Indian or Native Alaskan	3		4	30	1	0	0	1
Asian American	73		181	701	11	4	3	9
Native Hawaiian or Pacific Islander	1		4	16	2	0	0	0
Hispanic	131		172	1,446	34	6	2	36
Two or More Races	50		66	540	7	4	4	10
Total Minority	288		507	3,393	68	18	12	82
White	1,753		2,066	11,746	631	116	20	451
No Information	67		91	355	226	10	0	54
International	371		179	1,938	11	1	0	22
STUDENTS WITH DISABILITIES TOTAL								
	807							



# Career Advancement

Career Advisors and Career Peer Advisor provide valuable assistance to students as they begin to make decisions about what career they want to pursue, what major will allow them to do that, as well as how to prepare for that career.

Through one-on-one advising, drop-in sessions and programming, the Advising team will help students explore their options, interests and skills, gain the experience needed to pursue their goals and identify ways to find opportunities.

Later in a student's college career, interview preparation, networking, personal branding and negotiation may be part of career-related conversations.





# Advising

Drop-in sessions and internship/program/career advising appointments

*June 1, 2016 through May 31, 2017*

## Appointments and Drop-Ins

**5,542**

Total advising appointments

**3,362** scheduled appointments  
(Career Advisors)

**2,180** drop-in sessions  
(Primarily Peer Advisors)

# assessment appointments = **160**  
(included above as well)

## Most Popular Career Advising Topics

- Career Goals/Action Plans
- Exploring Majors/Occupations
- Resume/Cover letter

## Program Numbers

**268**

Total programs presented  
(7,530 attendees)

**203** programs presented by  
Career Advisors (6,368 attendees)

**65** programs presented by  
Peer Advisors (1,162 attendees)

## Most Popular Workshop Topics

- Overview of Services
- Resume/Cover Letter
- LinkedIn/Networking





## Sydney Sek

**BBA Marketing & Management**

**Tippie College of Business**

**Hired by bswift (an Aetna company)**

“The Career Center is by far one of the most valuable resources that I have come across as a student.

I was able to meet with advisors who talked me through tough decisions regarding my internship and job offers and what would be best for me. I participated in mock interviews and had my resume and cover letters reviewed multiple times.

I always felt confident after coming to the Career Center. I even got both my internship and job through searching on HireaHawk.com.”

# decisions



# Career Series for International Students

Each semester, the Center partners with International Student and Scholar Services to offer a series of workshops to help students new to the United States and the UI campus to prepare for their job and internship search.

## Fall 2016—Spring 2017 topics included:

- Curricular Practical Training (CPT) Information Session
- Competitive Resumes & Cover Letters
- Work Visa Options after Graduation
- Optional Practical Training (OPT) Information Session
- Job & Internship Search Strategies
- Considering & Applying to Graduate School
- Gaining Experience for Graduate School
- From First Impression to Full-Time
- Interviewing to Impress





## Exit survey of advisees

**99.6%**

Of students reported their primary needs were met during advising or drop-in advising.

(28% response rate)

Most students reported feeling **confused or overwhelmed** before their appointment and **confident or informed** following their appointment.

When asked if they would recommend Pomerantz Career Center to a friend:

**84**

Net Promoter Score\*

1,326 or 85% promoters (9-10)

217 or 14% passives (7-8)

20 or 1% detractors (0-6)

\*On a scale of 0-10

85% promoters - 1% detractors  
= 84 Net Promoter Score



## Student Feedback on Career Advising

### Career Advisors:

"I think she provided extremely **excellent service!** I would recommend her to my friends and classmates!"

"Great!! Every time I came here to see him (Garry) to get advice, I learned so much, I am so happy that he is here to help me and I am very thankful for his generous advice and support!"

"Honestly, you guys are doing a great job, and I really enjoyed Mallory today. She was very helpful and you could truly tell **she cares** about your career path. I really like the Pomerantz Career Center here at Iowa!"

"I feel much better about my **future** after this appointment. I do not have any suggestions at this time."

### Peer Advisors:

"This place is super helpful. Marcus was helping me for almost an hour. I'll be in later to work on my cover letter."

"Brianne was super helpful! I liked having a **student's perspective!!**"

"Feigu did an amazing job helping me out and was willing to go beyond expectations. I feel more **confident** and empowered for this job search then I ever have. Can't express enough how much Feigu helped me get on the right path."

"Sarah was really great to work with. She answered all of my questions and helped me to feel more confident in my resume."





Lindsay Welker works with Acie Earl at a basketball camp he coaches in Davenport, Iowa. She is an intern through the Hawkeye P.A.C.E. (Professional and Career Exposure) program, which gives student-athletes a chance to gain experience in their career fields and learn from professionals.

## Experiential Education

One of the ways students solidify their career decisions, explore options and gain valuable hands-on experience is through experiences such as internships. The Pomerantz Career Center offers both for-credit and not-for-credit options (such as a 0-credit internship notation) to students as a way to recognize their experiences.

### 2016-2017 Internship Data

**2,519** Total Internships

**117**  
Online Survey

**357**  
Zero Credit  
From HireaHawk  
*\*Includes Tippie RISE*

**99**  
PCC Credit  
From MyUI

**1,946**  
UI Departmental  
*\*Includes Undergraduate Internships, Coops and Practicums*



# Community Involvement

Hawkeyes are giving back through independent volunteering, structured classroom service-learning and alternative spring break opportunities. Students from Iowa make an impact in the immediate area and across the globe through service to those in need.

Here are related activities 2016-2017 from the Community Involvement Log, hosted in HireaHawk.com.

4,793

Total number of volunteer opportunities

36,352

Total number of volunteer hours

## Community Involvement Log

July 1, 2016-June 30, 2017	Entries	Sum of Hours
Philanthropy	366	1,658
Service-Learning Course	42	749
Volunteering	4,176	30,752
Alternative Spring Break	11	610
Nonprofit Internship	20	1,002
Other/Blank	178	1,581
Total	4,793	36,352



Student volunteers sort donations, clean, stock coolers, and take inventory at the Crisis Center of Johnson County.



Student Response  
on Volunteering

“I learned **leadership** skills by putting together and executing programming for an organization on my own. This program will hopefully be continued on in more month-long sessions to come.” –Sarah

“I gained a stronger understanding of how a successful nonprofit operates and learned how to function efficiently in an office setting.” –Grant

“I learned just how much of a group effort working in the hospital truly is and that **teamwork** is required in giving the best patient experience possible.” –Anna

“One of the most important things I learned through the completion of this project is the importance of building and **maintaining** strong relationships within my community. As one does good for another, he/she gets good in return.” –Makayla

“I learned that it is up to us as future leaders to lead by action in order to better our communities.” –Benjamin

“I personally learned how easy it is to get to know people even with different backgrounds, no matter their abilities. It was definitely an **eye-opening** experience, and it was refreshing to work with so many genuine people.” –Tejasree



Dance Marathon provides leadership and volunteer opportunities for UI students for the year.

Volunteer and Service Site Examples:

- |                                      |                                     |                                 |   |
|--------------------------------------|-------------------------------------|---------------------------------|---|
| American Legion                      | Dance Marathon                      | NextGen                         | Iowa City Animal Care and Adoption Center |
| Lantern Park                         | Glenwood Soccer Club                | UI Reach                        | Iowa Children’s Museum                    |
| 4-H                                  | OnIOWA                              | ChildServe                      | Iowa River Friends                        |
| Boy Scouts of America                | UIHC                                | Young Life                      | Big Brother Big Sisters                   |
| Hines VA Medical Hospital            | March of Dimes                      | Crisis Center of Johnson County | Cedar Rapids Flood Relief                 |
| Tri-Center Community School District | Camp Heart Connection               | Girls on the Run                | Hawkeye Sparkles                          |
| New Orleans YMCA                     | Table to Table                      | Rehab Therapies                 | GSI: Global Service Initiative            |
| Horizons                             | Iowa City Community School District | Bickford Cottage                | Game Day Recycling                        |
| Bix                                  | Courage Ride                        | Hillel                          |   |
| Ronald McDonald House                | Office of Sustainability            | Oak Knoll Assisted Living       |   |



## Academic and Leadership Programs

More than 1,700 students at the University of Iowa enroll each semester in more than 20 different courses offered through Pomerantz Career Center as well as a Certificate in Leadership Studies.

These courses offer students an opportunity to interact with professionals from the community and beyond to learn about career paths and networking. Students take courses under the departments of Leadership Studies (LS) or Career Center Programs (CCP).

## Course Enrollment

Fall 2016 through Summer 2017

Course	Fall 16	W16	Sp 17	Su 17	Total
Career Exploration	107	0	107	0	214
The Washington Center	1	0	5	3	9
Communication for the Workplace	25	0	24	0	49
Office Etiquette	0	0	15	0	15
Successful Teamwork	28	0	28	0	56
Social Media for the Job Search	87	0	93	45	225
Internships: Search, Secure, Succeed	34	0	0	0	34
Moneywise	84	103	100	54	341
Investmentwise	0	0	0	29	29
Defining Your Career Path	39	0	38	0	77
Communication Skills for Leaders	27	0	27	0	54
Culturally Intelligent Leadership	8	0	0	0	8
Graduate Admissions 101	0	0	26	0	26
Perspectives on Leadership	27	0	31	0	58
Career Leadership Academy Part 1	222	0	130	15	367
Career Leadership Academy Part 2	84	0	116	10	210
<b>TOTAL</b>					<b>1,772</b>

\* Data is pulled from last day of class numbers in MAUI





# explore

## **Brianna Glazier**

**University of Iowa**

“When I first came to the University of Iowa, I was an open major. During my freshman and sophomore years, I worked with a career counselor, Alicia, to explore different fields of work that might be of interest to me. I took different personality assessments, talked with professionals in the fields I was looking at and spoke with advisors of the different major programs at the University. I ultimately decided the Communication Studies program was a perfect option. Had I not found this service, I might have ended up in a field that was not the best fit for me.”



# The Certificate in Leadership Studies

54

Students were conferred the Certificate in Leadership Studies during Fall 2016 – Summer 2017.

147

Students were declared as pursuing the Certificate in Leadership Studies as of Spring 2017.

## Student Quotes from Academic Courses 2016-2017

### CCP:1305 Social Media for Your Job Search

*“Everything I learned was so beneficial to me as a graduating senior. I loved learning about the different online tools to increase my online presence and tools to help me find a job/ internship.”*

### CCP:2004 Internships: Search, Secure, Succeed

*“I liked how the class helped me apply the skills I already had in a manner that would be effective for getting an internship.”*

### CCP:3104 Defining Your Career Path

*“It helped me understand myself better and reassured me that I’m on the right path. It also helped me identify strengths and weaknesses I need to be aware of throughout my career.”*

### LS:2012 Communication Skills for Leaders

*“I didn’t have any high expectations for this class at all, but I was blown away by how much I learned about communication and leadership! Each week, I was able to walk away with one big takeaway that I could apply each week.”*





## Career Leadership Academy

This pair of academic courses offers students an opportunity to interact with students from across campus as well as employers as they develop skills organizations are seeking in future hires. Communication, analytical skills, teamwork and others rise to the top in what employers are requesting when hiring new graduates. These skills also set candidates apart when they apply to graduate programs.



**530**

Students participated in CLA, a **30% increase** from '15-16. These students represent **60** different majors—the largest major is Enterprise Leadership, at 36%.

First Year—16%  
Second Year—24%  
Third Year—36%  
Fourth Year—24%  
22% International &  
Underrepresented Students  
40% Female

**125**

Employers participated in program events with CLA students this year.



## CLA Students After Completing Part 1:

**89%**

Can list 3 of their strengths using StrengthsFinder language.

**95%**

Can articulate 1 skill and/or quality employers want in college graduates.

## CLA Students After Completing Part 2:

**91%**

Say CLA contributed to their success at the UI

**98%**

Believe they can help groups work towards a common goal

**95%**

Can identify the starting salaries for their intended career fields

***Student Remarks on the Career Leadership Academy***

*"I learned more about myself and my Strengths. By doing so, I now know what I can really bring to the table and how I can utilize those as a leader when working with groups."*

*"I have gotten every/job internship I have applied for. I have brought up this program and my strengths in the interview which has helped me answer the most difficult questions."*





## Service Projects and Community Partners Aided in Career Leadership Academy Courses:

Recent Community Partners:  
Big Brothers Big Sisters, Iowa City Animal Care and Adoption Center, Iowa City Veterans Administration Hospital, Johnson County Crisis Center, Projects for Assistance in Transition from Homelessness, Rape Victim Advocacy for Humanity, Ronald McDonald House, Shelter House of Iowa City, Table to Table, United Action for Youth

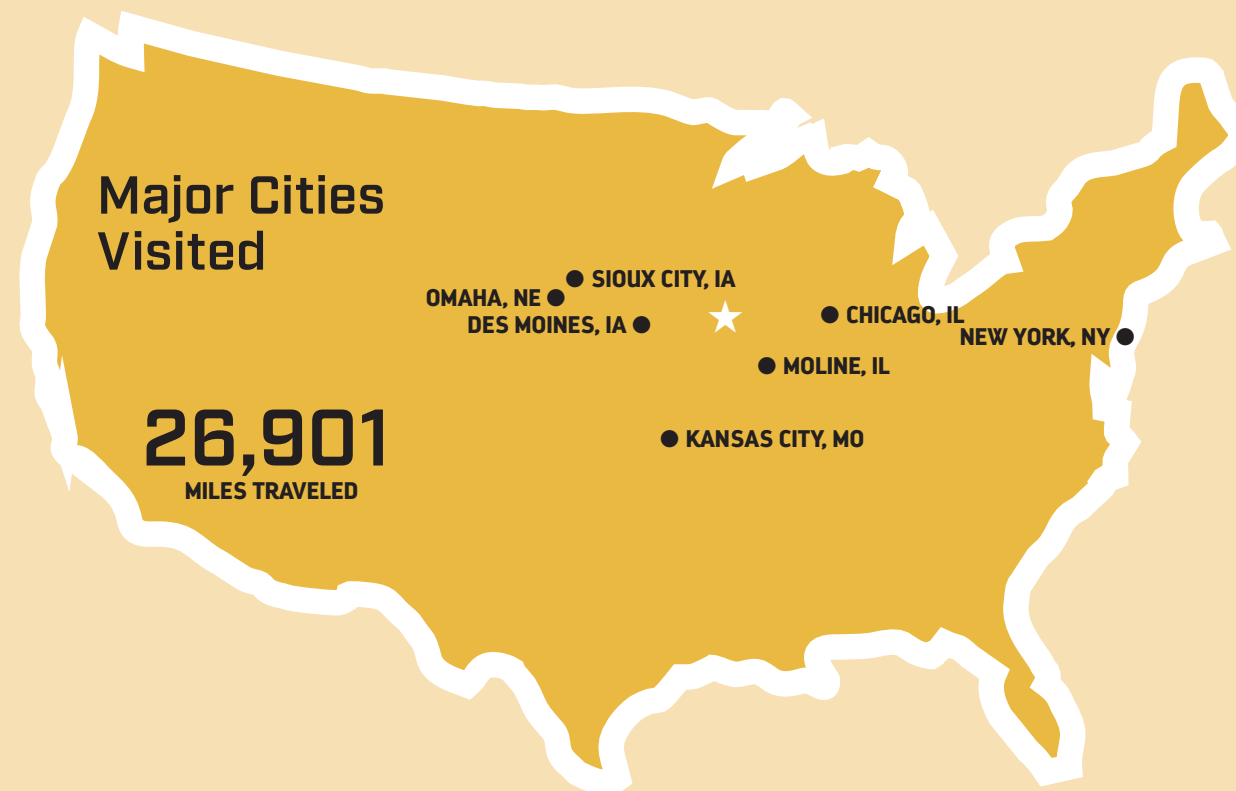
*UI Students Volunteer with Johnson County Big Brothers/Big Sisters*



# Corporate and Community Relations

Corporate and nonprofit partners are valuable to not only Pomerantz Career Center but also to the University as a whole. From engaging with students in the classroom to providing valuable internships and post-graduation opportunities, these partners help Hawkeyes succeed.

UI graduates also offer organizations an opportunity grow their teams with hard-working, quality candidates through campus recruitment strategies.



**110**

Businesses/  
Organizations Visited

## Employer Outreach

Including: Organizations of all sizes, startups, government agencies, nonprofits and for-profits

**86**

Community Events were  
participated in this year

## Community Outreach

Types of Events Include: Chamber Events, Networking Events, Human Resources Meetings and Conferences, Regional and Workforce Round Tables, Employment Panels, Startup Events and Regional Workforce Events







## Erik Ramirez

Sports Studies

Hired by ATG group

“There is no other place on campus with such welcoming arms and with such high knowledge about the workforce than the Pomerantz Career Center. Within this office, you can find employees that are truly trying to help you find a path to success for years to come after our collegiate years.”

# knowledge



# Employer Relations and Events

Partnerships with for-profit organizations of every size and nonprofits help create opportunities for Hawkeyes for internships and full-time employment post-graduation, forging a win-win relationship for employers seeking talented new employees and the University of Iowa.

## Employers Recruiting at Iowa:

Visit <https://careers.uiowa.edu/post-graduation-data> to find out more about employers who are:

- Participating in on-campus recruiting like career fairs, on-campus interviews and mock interviews
- Top Internship hiring
- Top Full-time hiring
- Fortune 500 Hiring

## 2016-2017 On-Campus Recruiting Statistics

**547**

Employers Recruiting  
On- Campus  
(Includes Career Fairs/On-  
Campus Interviews/Events)

**4,634**

On-Campus Interviews  
(Includes Full-time/  
Internships/Mock  
Interviews and College of  
Law interviews)

**14,596**

Jobs, Internships and  
Student Employment  
Opportunities posted on  
[HireaHawk.com](http://HireaHawk.com)  
(Jan 1 – Dec 31, 2017)





# valuable

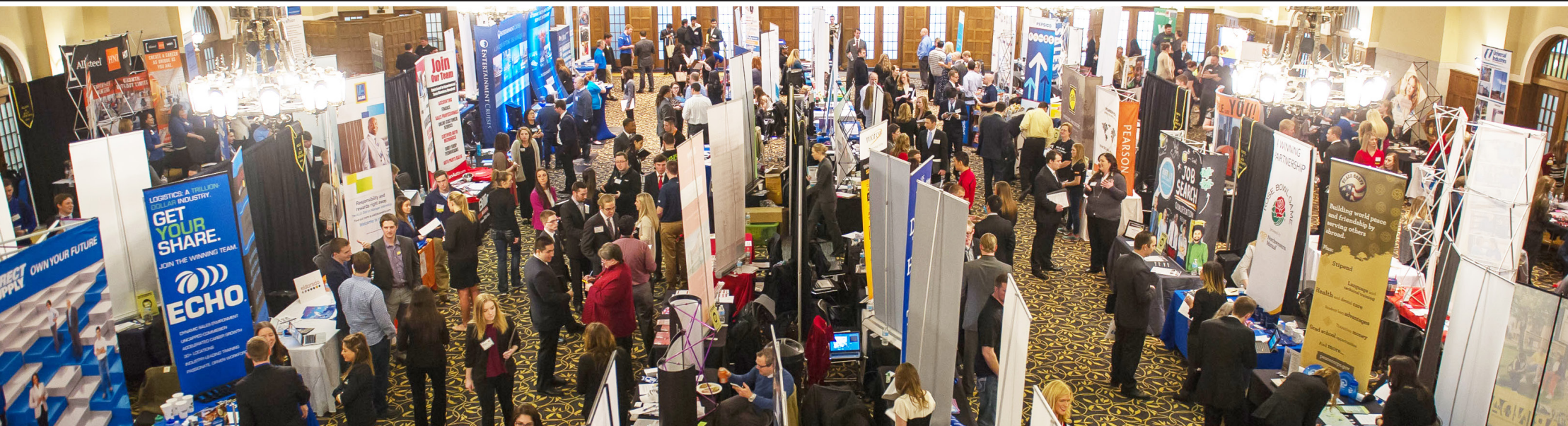
## **Abby Wilcox**

**Elementary Education Major, Class of 2017**

**Lead Student Ambassador, College of Education**

“The Pomerantz Career Center was a valuable resource for me. I attended a resume workshop and was given valuable resources to use when applying for future jobs before being admitted into the Teacher Education Program on campus. My advisor was always available to meet with me to answer my questions, and she helped me polish my resume before I started applying for jobs. Because of her guidance, I was able to sign my first teaching contract 2 months before graduation!”





# Career Fairs & Selected Events

Fall 2016-Spring 2017

Diversity  
Networking  
Event

44

Students  
attended

50

Employers  
participated

Fall Job &  
Internship  
Fair

1,953

Students  
attended

164

Employers  
participated

Actuary  
Science,  
Insurance & Risk  
Management  
Career Fair

123

Students  
attended

33

Employers  
participated

Spring Job  
& Internship  
Fair

1,163

Students  
attended

167

Employers  
participated

Educator  
Fair

81

Students  
attended

40

Districts  
registered

## Student Impressions

"I enjoyed the opportunity for students to be in a **professional** environment and develop valuable skills for approaching and talking to employers."

"I liked that it had a large number of companies who were searching for a **diverse** group of candidates for internships."

"I **valued** the chance to network, gather contacts, practice my elevator pitch, look for jobs and get the free LinkedIn photo."







## Annual Graduate Survey

The Pomerantz Career Center contacts the recent graduates of the undergraduate colleges of The University of Iowa: 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. The graduates have an opportunity to complete the survey online or through a phone representative upon graduation. Alumni provide several key pieces of outcome information about their employment status. The outcome information tells whether they are:

- Employed and the industry, employer, job title, location and salary
- Continuing education and the level and location
- Not seeking employment and the reason
- Still seeking employment



# University of Iowa Post-Graduation Data: First Destination

Fall 2016-Summer 2017  
*Collected by Pomerantz Career Center*

Here is a summary of the undergraduate population of graduates as a whole. A more detailed look is provided at <https://careers.uiowa.edu/post-graduation-data>.



## Post Graduation Data: All Undergraduates

These are the results for 3,602 UI graduates out of 4,568 graduates during the period from Fall 2016 through Summer 2017 for the College of Tippie College of Business, and the Colleges of Liberal Arts & Sciences, Education, Engineering, Nursing, Public Health, Carver College of Medicine, and University College.

**\$44,000**

Median Salary  
2016-2017 Graduates



UNDERGRADUATE STUDENTS	EMPLOYED/ED/ NOT SEEKING	SEEKING
Full/Part-Time Employment (2,583/3,602)	71.7%	
Continuing Education (727/3,602)	20.2%	
Not Seeking Employment (105/3,602)	2.9%	
Seeking Employment (187/3,602)		5.2%
Totals	94.8%	5.2%



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**Pomerantz  
Career Center**

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