

**IOWA**

# Annual Report 2018-2019

**Pomerantz  
Career Center**







## MISSION STATEMENT

*Helping Hawkeyes  
to become leaders in their  
careers and communities.*

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## VISION STATEMENT

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



## 2018-2019 Quick Facts

**566**

students participated in  
the Career Leadership  
Academy

**3,130**

students attended  
career fairs and  
networking events

**7,000+**

students participated in  
career-related workshops  
and programs

**40,444**

job, internship, student  
employment, and volunteer  
opportunities posted on  
[Handshake](#)

**2,444**

students enrolled in  
Career Center courses

**4,500+**

interviews hosted  
on campus

**7,005**

student advising  
sessions conducted by  
Peer Advisors, Career  
Advisors and Staff

**223,000**

users of the website  
[careers.uiowa.edu](#)



## 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 2018-19 enrollment report and student demographics, see:  
[www.registrar.uiowa.edu/reports-statistics](http://www.registrar.uiowa.edu/reports-statistics)

For semester by semester student data, visit the student profile page at:  
<https://registrar.uiowa.edu/profile-students-enrolled>







## Our Values

*We are CAREER professionals who value being:*

### **Connectors**

We collaborate to create opportunities

### **Approachable**

We welcome and respect all

### **Responsive**

We operate in a timely way to help and inform

### **Educators**

We instill leadership and job readiness skills

### **Empowering**

We promote self-awareness and life-long employability

### **Relevant**

We stay current and adjust direction by collecting and assessing data





## Victoria Tanyag

BA Health and Human Physiology,  
Minor in Global Health and Psychology

A.T. Still University for Occupational Therapy

*"While applying for graduate schools, **I was very stressed** about my applications. During the summer, I worked one-on-one with Mallory in the **Career Center**, and it **aided me greatly** during my application process. She gave me advice on how to improve my interview skills, and we revised my resume and personal statement multiple times. Without her help, I would not have been able to pursue my dream of becoming an Occupational Therapist. My advice to my fellow Hawkeye students is to utilize the Pomerantz Career Center, because **everyone in that building is there to help you reach your goals.**"*



## 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

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

June 1, 2018 through May 31, 2019

**7,005**

total advising  
appointments

**4,295**

scheduled  
appointments  
(Career Advisors)

**2,710**

drop-in sessions  
(Primarily Peer  
Advisors)

**186**

programs presented  
by Career Advisors  
or Career  
Peer Advisors

**7,085**

attendees at programs  
presented by Career  
Advisors or Career  
Peer Advisors

## 5 Most Popular Career Advising Topics

1. Resume/Cover Letter/Personal Statement
2. Exploring Majors/Careers
3. Getting Started
4. Finding Internships & Part-Time Opportunities
5. Finding a Job/Grad School

## Top requested program topics include:

- Overview of Services & Handshake
- Internship & Job Search
- Resumes & Cover Letters



# Career Series for International Students

In partnership with International Student and Scholar Services, the Center offers workshops to help international students prepare for their job and internship searches.

## FALL 2018–SPRING 2019 TOPICS:

- Job Search Strategies
- Internship Search Strategies
- Work Visa Options After Graduation (presented by McCandlish Holton)
- Gaining Experience for Graduate School
- Optional Practical Training Info Session
- Curricular Practical Training Info Session
- Competitive Resumes, Cover Letters and Interviewing





## Exit Survey of Advisees

**99.0%**

of students reported their primary needs were met during advising or walk-in advising.  
(24.48% 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:

**86.0**

Net Promoter Score  
(Based on 24% of 7,005 students responding and % promoters - % detractors.)

## Student Feedback on Career Advising:

### CAREER ADVISORS:

"I think that the Career Center is one of the **best** things about the University of Iowa. I think it is a selling point to prospective students."

"I really liked my meeting with Garry...he was extremely **helpful!**"

"The Career Center has consistently provided me with opportunities and **assistance** with my career-finding and graduate-searching needs. Thank you, Alicia!!!"

"Very pleased to have been **given some direction** in terms of post-graduation goal setting and next steps!"

"I had a wonderful meeting and feel like I **have the tools** to make the improvements I need before my next appointment. Overall, a great resource."

"Mallory was **wonderful** and so helpful! I cannot wait to meet with her again!"

"Lynne was very welcoming and **informative** in my meeting with her. Thank you!"

### PEER ADVISORS:

"I really enjoyed working with Jason. He definitely helped me understand and learn different aspects of the interview. Now I know that **confidence is key** to any interview, and I have to make sure that the interviewers see that!"

"This was a great experience!!! I thought that I would not get my questions answered and that it would be awkward, but Mia was so nice and helpful and personable and great! I am **DEFINITELY recommending** to friends!"

"Jason rocks—he helped me draft the best cover letter ever! Would highly recommend this service. **Go Hawks!**"

"I am very grateful for all of Jackie's amazing help today on my resume and personal statement. I came in confused, stressed and overwhelmed. Working with her gave me the **confidence** I needed to continue applying to graduate schools."

"Carissa helped me fix up my LinkedIn profile and did a great job. She helped me feel more confident in my online **professional image.**"

"Caden was incredibly beneficial, professional and very personal. Really created a safe environment to share ideas and **brainstorm** my work. Great first experience at the PCC!"



## Ryan Mills

BA Economics Informatics



*"The career advice I received from the **Pomerantz Career Center** gave me a foundation I can build upon for my professional career. The strength of my resume and cover letter was like a night and day difference after working with the career center advisor. The peer advisors were insightful, especially in regards to **being able to relate** to the struggles of entering the job market, but I highly recommend speaking with a career center advisor in your specific field."*



## UI Student Employment and 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:

52 total students

2 sections

30 different majors

1st-4th years represented

100% course recommendation rate

*"I feel infinitely more confident than I did 15 weeks ago in my professional skills, and any doubt I have is just due to my own nerves. I've learned so much, and I recommend this class to everyone. Thank you!!"*



# UI STEP Programming

## UI STEP—Workforce Development Sessions:

9 general sessions | 97 attendees

7 department-specific sessions | 239 attendees

5 professional staff presentations | 100-125 attendees

*"I wanted to thank you for having the UI STEP class last evening. It was very helpful for me as I go into this semester hoping to come out with a job in Nursing. I learned a lot of great tips and feel encouraged that I now have the skills to properly prepare for interviews and stand out. I'll be sure to recommend this course to the other students working in Central Sterilizing. Thanks again!"*

## Supervising Today's Students Series:

19 workshops | 438 attendees | 92 unique supervisors

43 certificates earned

11 unique workshops

*"I wanted to follow up and thank you for the Supervising Today's Students series. Major kudos to you and all of the guest speakers! Each workshop has had tremendous value for my leadership abilities with students and amongst my peers. Nothing but great things to say!"*







## Student Employee of the Year

63 nominations (University of Iowa record—previous record of 45)

15 finalists | 15 different departments represented

*"I'm humbled and honored to be selected as the winner of this award. I can't find words to explain how happy I am right now. I will keep up the good work and contribute to our big UI family. Thank you so much."*

### Changze Han

2019 Student Employee of the Year

BA Computer Science, Minor in Economics

## Student Supervisor of the Year

50 nominations

16 finalists | 16 departments represented

*"Thank you for all the work you did to organize this wonderful event and recognition. The entire process is very thoughtfully done. You do great work for the Career Center. Again, many thanks."*

### Lynette Lancial

2019 Student Supervisor of the Year

University of Iowa Carver College of Medicine



# 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.



## 2018-2019 Internship Statistics

4,510

Total Undergraduates  
Enrolled in Internship &  
Experiential Courses

393

in Career Center  
Internship Courses

599

in 0 Credit Hour Courses  
outside of Pomerantz  
Career Center  
*(including Tippie College of  
Business, College of Engineering)*

## Total Enrollment in Experiential Courses Across Campus

*(including Pomerantz Career Center)*

1,564

Fall 2018

1,802

Spring 2019

1,144

Summer 2019

4,510

Year Total



## Jacqueline Yelenosky

BA Journalism and Mass Communications | Career Peer Advisor

Hired by the University of Iowa Center for Advancement,  
Williams Fellow



*"Going into senior year, **I interned** for Military Mama Network, a national nonprofit dedicated to serving the troops, their families and veterans. Working as their Fundraising and Communications intern, I realized that **working in the field of fundraising** and development in the nonprofit sphere is what I want to do with my career—**something I would not have known otherwise**. I am thankful every day that I was able to have this experience and network with amazing individuals in the nonprofit world, which has led me to my full-time position."*



# 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.

2,101

Entries, Volunteer/Service

149

Unique fields of study  
(including Majors & certificates)  
*From Handshake Profiles*



## Sample of Volunteer and Service Organizations:

18th Iowa Organic Conference  
Abel Laboratory  
Adopt a Highway  
Agape Café  
Arc of South East Iowa  
Boys Hope Girls Hope  
Catholic Worker House  
Center for Worker Justice of Eastern Iowa  
Children's Mercy Kansas City  
Chippewa Valley Museum  
Corridor Autism Resource Expo  
Deaf Iowans Against Abuse  
DeKalb Board of Health  
Dennehy School of Irish Dance

Denver Museum of Nature and Science  
Des Moines Refugee Support  
Domestic Violence Intervention Program  
Easter Seals DuPage & Fox Valley  
Femineer  
Gay for Good  
Genesis Medical Center  
Guardian Corps of America  
Habitat for Humanity  
Hospice of Siouxland  
IC Compassion  
IMPACT Community Action Partnership  
Indian Community School  
Iowa City Community Theater

Iowa City River Clean-Up  
Iowa Court Appointed Special Advocates  
Iowa Mission of Mercy  
Iowa Office of the State Archaeologist  
Iowa Veterans Home  
Iowa Youth Writing Project  
James Van Allen Elementary School  
Johnson County Department of Public Health  
Johnston Public Library  
Kids First Law Center  
Last Hope Animal Rescue  
Midwest Writing Center  
Mobile Clinic

North Liberty Community Pantry  
On with Life  
One Book Two Book: Children's Book Fair  
Planned Parenthood  
Red Cross Africa  
SEA Literacy  
Special Olympics Iowa  
St. Luke's Child Protection Agency  
Story County Conservation  
United Way  
University of Iowa Hospitals and Clinics  
US Quidditch—National Tournament  
Wilderness Canoe Base



## Academic and Leadership Programs

The Pomerantz Career Center provides 18 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.

### Course Enrollment

Fall 2018 through Summer 2019

Course	Fall 18	Sp 19	Su 19	Total
Career Leadership Academy Part 1	188	151	16	355
Career Leadership Academy Part 2	89	98	9	196
Communication for the Workplace	22	24	0	46
Defining Your Career Path	41	69	0	110
Graduate Admissions 101	0	31	0	31
Internships: Search, Secure, Succeed	37	0	0	37
Investmentwise	40	69	34	143
Job Search Essentials	76	73	0	140
Leadership Theory to Practice	29	30	0	59
Major and Career Explorations	144	96	0	240
Moneywise	158	294	45	497
Office Etiquette	26	27	0	53
Perspectives on Leadership	28	29	0	57
Social Media for the Job Search	181	187	56	424
Successful Teamwork	25	27	0	52
The Washington Center	0	0	4	4
				<b>2,444</b>

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





## Andrea U. Ford

BA Enterprise Leadership, Minor in Communication Studies

Hired by Costco

*"I started at the University of Iowa 11 years ago. Because of personal circumstances, I dropped out my sophomore year. **I was so nervous** to come back after eight years away. One of the first classes I took when I returned was **Career Leadership Academy** Part 1 and Part 2. I not only found out the kind of leader I wanted to be but how to become that person. **I hadn't wasted my potential—it was waiting** for the right time to bloom."*



## The Certificate in Leadership Studies

46

students graduated or were conferred the Certificate in Leadership Studies during Fall 2018-Summer 2019.

213

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

## Student Feedback from Academic Courses 2018-19

CCP:1306 UI STEP

*"This class is fantastic for preparing for the transition between college and the workforce. I love that I was able to use the information that I learned in class immediately. I would strongly recommend this class to anyone that is job searching."*

CCP:1300 Major & Career Exploration

*"Definitely helped me gain clarity on what my next steps are in my career process. I would recommend this to incoming freshmen, as it is a good course for those to explore at the beginning of college."*

CCP:1201 Academic Internship

*"What I like so much about this course is the reward for the work put in at your internship, as well as how it makes you think about the skills you're developing throughout the process, because it's easy to forget how much you take away."*

CCP:3103 MoneyWise

*"Truly one of the most helpful classes I have ever taken at the University of Iowa. The true purpose for the class—teaching young adults financial responsibility and teaching them to be smart with their money—was reinforced and well taught!"*



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## Career Leadership Academy (CLA)

Through the courses in this academy, students interact with employers and learn how communication, analysis, teamwork, and other skills apply to careers as they apply for jobs and graduate programs. In 2018-2019, the curriculum included new activities, such as a Career Prep Night, Kaleidoscope Leadership Conference and Hybrid Courses.



### 566

students participated in CLA. They represent all four years and more than 50 majors, with Enterprise Leadership (33%) as the largest major.

### 130

employers participated in CLA events resulting in over 260 engagements with students throughout the year.



## Career Leadership Academy Student Feedback

*"The most impactful thing I learned in CLA was honestly about myself. I learned a lot about how I work with others, and how to have an effect on others as a leader."*

*"I learned how to approach situations that are diverse in terms of people and topics. I'm now able to understand where others are coming from and help develop solutions to group problems in an inclusive way."*

CLA STUDENTS AFTER  
COMPLETING PART 1:

**99%**

can articulate their personal values

**98%**

can identify and speak about their  
CliftonStrengths

**97%**

can articulate their personal  
leadership philosophy

TOP STUDENT LEADERSHIP  
COMPETENCIES

Self-Development, Collaboration,  
Group Development

CLA STUDENTS AFTER  
COMPLETING PART 2:

**96%**

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

**96%**

can describe how their Top 5  
Strengths impact their leadership  
practice and group work

**98%**

can practice personal branding  
through tailored application  
documents and prepared  
interview responses

TOP STUDENT LEADERSHIP  
COMPETENCIES

Self-Development, Productive  
Relationships, Collaboration, Ethics







## CLA Service Project Partners

Active Minds	John F Kennedy High School (Cedar Rapids)
Adopt-A-Highway (IDOT)	Last Hope Animal Rescue
American Heart Association	Office of Sustainability (UI)
Be the Match	Rape Victim Advocacy Program (RVAP) (UI)
Best Buddies	Ronald McDonald House of Iowa City
Boys & Girls Club of Cedar Rapids	Shelter House of Iowa City
CommUnity (Johnson County Crisis Center)	Table to Table
Crisis Intervention Service (North Central Iowa)	The Red Shamrock Foundation
Food Pantry at Iowa (UI)	UI Counseling Services
Grant Wood Elementary (Iowa City)	UISG (UI)
Habitat for Humanity	United Action for Youth
Houses into Homes	University of Iowa Hospitals and Clinics
Iowa City Animal Shelter	Women's Resource and Action Center (UI)
Iowa City Police Department	
Iowa Donor Network	





## Corporate and 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.

### EMPLOYER OUTREACH

**103**

Businesses/Organizations  
Visited

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

### MAJOR CITIES VISITED

**Paris, France**

**Barcelona, Spain**

**Indianapolis, IN**

**Denver, CO**

**St. Paul, MN**

**Chicago, IL**

**Moline, IL**

### COMMUNITY OUTREACH

**73**

Community Events Attended  
in 9 Iowa cities

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



## Employer Relations and Events

We welcome employers on campus to seek the talent they need to meet their goals. Our students benefit from having access to mock interview practice and to a tremendous range of opportunities available in businesses and nonprofit organizations.

## Employer Relations Program Participants

In 2018-2019, more than 475 Organizations participated in Career Fairs, On-Campus Interviewing and/or Mock Interviews. To see the following hiring lists, visit: <https://careers.uiowa.edu/post-graduation-data>:

- Top Internship Hiring
- Top Full-Time Hiring
- Fortune 500 Hiring

### 2018-2019 ON-CAMPUS RECRUITING STATISTICS

**482**

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

**4,503**

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

**40,444**

Jobs, Internships, Volunteer Opportunities and Student Employment Opportunities Posted on Handshake  
(July 1, 2018-June 30, 2019)





# Career Fairs

Fall 2018-Spring 2019

## Student comments:

"I enjoyed the possibility of being able to network and meet different people from different companies. It's nice that the career fair brings employers to you, so if you put in the effort to go, you are able to meet businesses that are looking for students searching for career opportunities."

"There were employers who were prepared to answer questions, including explaining to me how competitive they thought my major was in an application to their company, what I should do to prepare, and what would make me a strong candidate."

"Lots of opportunities for networking and gaining professional experience."



### DIVERSITY NETWORKING EVENT

98

students attended

47

employers participated

### FALL JOB & INTERNSHIP FAIR

1,831

students attended

175

employers registered

### ACTUARY SCIENCE, INSURANCE & RISK MANAGEMENT CAREER FAIR

111

students attended

31

employers participated

### SPRING JOB & INTERNSHIP FAIR

1,025

students attended

149

employers registered

### EDUCATOR FAIR

65

students attended

38

districts registered





## Annual Graduate Survey

The Pomerantz Career Center contacts the recent graduates of the eight 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 on the web or through a call center representative. Alumni provide several key pieces of outcome information about their employment status. The outcome information indicates 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 2018–Summer 2019

Collected by  
Pomerantz Career Center

Here is a summary of the undergraduate population of graduates as a whole. Further details are available at <https://careers.uiowa.edu/post-graduation-data>

Post-Graduation Data—All Undergraduates: Below are the results for 3,941 UI graduates out of 5,219 graduates during the period from Fall 2018 through Summer 2019 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.

Undergraduate Students	Employed/Ed/ Not Seeking	Seeking
Full/Part-Time Employment (2,792/3,941)	70.84%	
Continuing Education (882/3,941)	22.38%	
Not Seeking Employment (96/3,941)	2.44%	
Seeking Employment (171/3,941)		4.34%
Totals	95.66%	4.34%

\$49,000  
Median Salary for  
2018-2019 Graduates





# IOWA

## Pomerantz Career Center

### Pomerantz Career Center Staff

100 Pomerantz Center, Suite C310  
Iowa City, Iowa 52242  
319-335-1023

[www.careers.uiowa.edu](http://www.careers.uiowa.edu)

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