

IOWA

POMERANTZ CAREER CENTER STRATEGIC PLAN

2021-2027



INTRODUCTION

The Pomerantz Career Center Strategic Plan was drafted in 2021 using input and strategic recommendations from consulting work done with a partner organization, the Career Leadership Collective. The Collective developed recommendations for the Center based on goals of serving more undergraduates in scalable, sustainable, cost-effective ways, based on input and feedback from campus colleagues, employer partners, and students.

The Pomerantz Career Center is focused on building relationships and supporting campus partners in their work in a connected campus community assisting students towards exploring their opportunities and achieving their professional goals and aspirations.

GOAL 1

Ensure every student engages in internships or experiential learning projects prior to graduation

- ✓ **Strategy 1a**
Create a cross-campus internship council
- ✓ **Strategy 1b**
Audit Career Center courses for experiential learning
- ✓ **Strategy 1c**
Partner with UI Center for Advancement to secure funding for the Pomerantz Career Center Hawkeye Experience Grant Fund

GOAL 2

Create a formal train-the-trainer program to expand career knowledge and support across the UI campus

- ✓ **Strategy 2a**
Explore, name and design a Pomerantz Career Center champions/advocate program
- ✓ **Strategy 2b**
Identify and create training topics, content, and learning management system
- ✓ **Strategy 2c**
Develop and implement a marketing plan to solicit members
- ✓ **Strategy 2d**
Launch program and implement meaningful recognition opportunities
- ✓ **Strategy 2e**
Evaluate and modify program as needed



GOAL 3

Create a clear online learning pathway via career modules

- ✓ **Strategy 3a**
Clarify scope of initiative
- ✓ **Strategy 3b**
Determine pathways to include in project
- ✓ **Strategy 3c**
Construct online learning platform (ICON or Website) in partnership with ITS (Information Technology Services)
- ✓ **Strategy 3d**
Develop implementation, marketing, and communication plans

GOAL 5

Gather new alumni data and create a broader alumni career success campaign for the university

- ✓ **Strategy 5a**
Broaden collection of alumni data and distribution of survey results/data
- ✓ **Strategy 5b**
Collaborate with campus partners on strategic data driven decision making utilizing first destination survey data, as well as 5 and 10-year alumni data

GOAL 4

Create and provide a campus-wide vision and strategic clarity

- ✓ **Strategy 4a**
Create consistent messages used with campus stakeholders
- ✓ **Strategy 4b**
Disseminate the career message at campus meetings and committees
- ✓ **Strategy 4c**
Communicate the strategic plan progress and P3 project progress internally within the Career Center

GOAL 6

Support consistency and use of Career Center and related institutional data

- ✓ **Strategy 6a**
Create a "data best practice" advisory group
- ✓ **Strategy 6b**
Expand publicly available outcomes and experiential education data



GOAL 7



Develop an Industry Partnerships Council

✓ Strategy 7a

Define a charge and process for the Council

✓ Strategy 7b

Define membership and invite partners to participate



GOAL 8



Centralize and access data related to DEI (Diversity, Equity, and Inclusion) to allow us to set goals and monitor progress

✓ Strategy 8a

Annually audit/examine data and address our current services and resources to assess gaps related to DEI to examine inequities

✓ Strategy 8b

Establish inclusive excellence data goals to monitor progress and shortcomings by aggregating data and surveying students



GOAL 9



Integrate DEI throughout all operations in the Career Center

✓ Strategy 9a

Audit current operations – such as hiring, career coaching, programming, marketing, assessment, policies and procedures, etc. – to identify deficiencies where a DEI lens is not considered

✓ Strategy 9b

Create and pilot multi-level career-service-specific training protocol for current staff and new hires

✓ Strategy 9c

Add DEI components into hiring strategies, job descriptions and responsibilities to establish a more formal practice of serving students through a DEI lens

GOAL 10



Further relationship building efforts and collaboration for new DEI-related initiatives

✓ Strategy 10a

Increase individualized partnerships/liaisons (external and internal to PCC) to build better relationships and support needs

✓ Strategy 10b

Offer engaging programming opportunities for students based on identity to create professional connections

✓ Strategy 10c

Develop new initiatives for student services and employer relationships as a result of audit and benchmark processes