

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.





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





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)

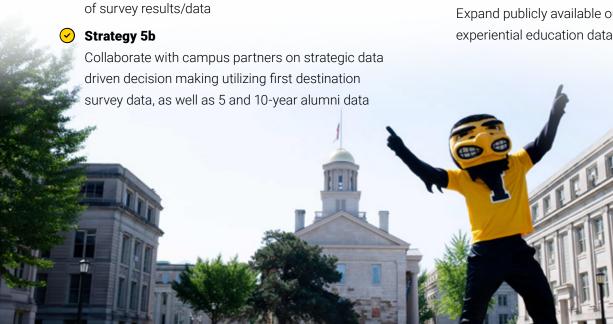
 Strategy 3d
 Develop implementation, marketing, and communication plans



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



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



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



Develop an Industry Partnerships Council

Strategy 7a

Define a charge and process for the Council

Strategy 7b

Define membership and invite partners to participate





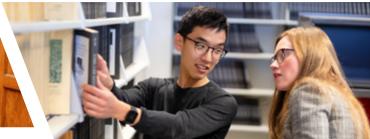
Centralize and access data related to DEI (Diversity, Equity, and Inclusion) to allow us to set goals and monitor progress

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





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**





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