

**IOWA**

College of Engineering

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# ENGINEERING EDUCATION IN IOWA

**Recruitment and Engagement with Future Engineers**

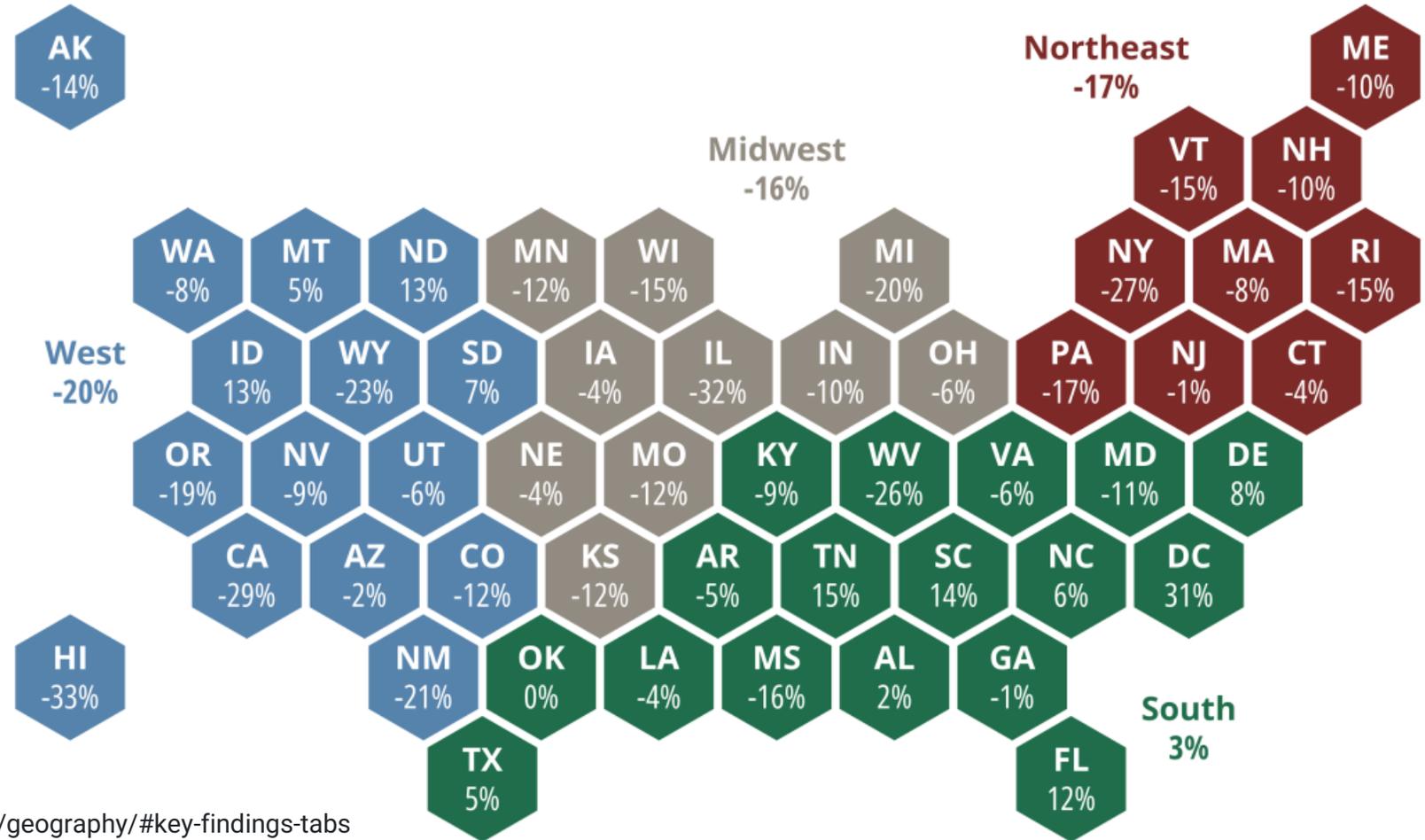
May 14, 2025



# ENROLLMENT TRENDS

# WHAT IS THE “ENROLLMENT CLIFF”?

PROJECTED  
CHANGE IN  
HIGH SCHOOL  
GRADUATES  
BY 2041

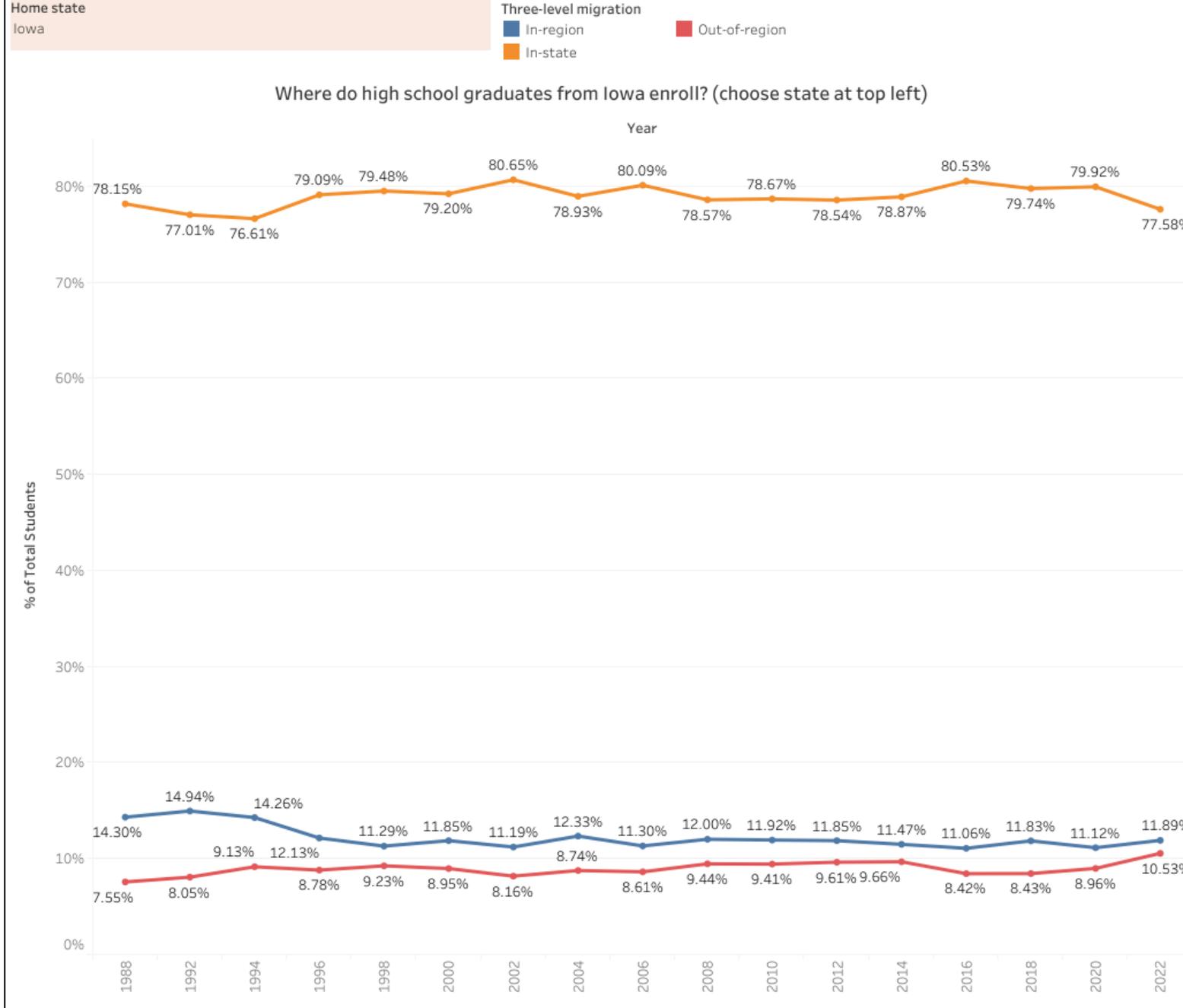


Source: <https://www.wiche.edu/knocking/key-findings/geography/#key-findings-tabs>

# STUDENT MIGRATION

→ Iowa retains most college-going students

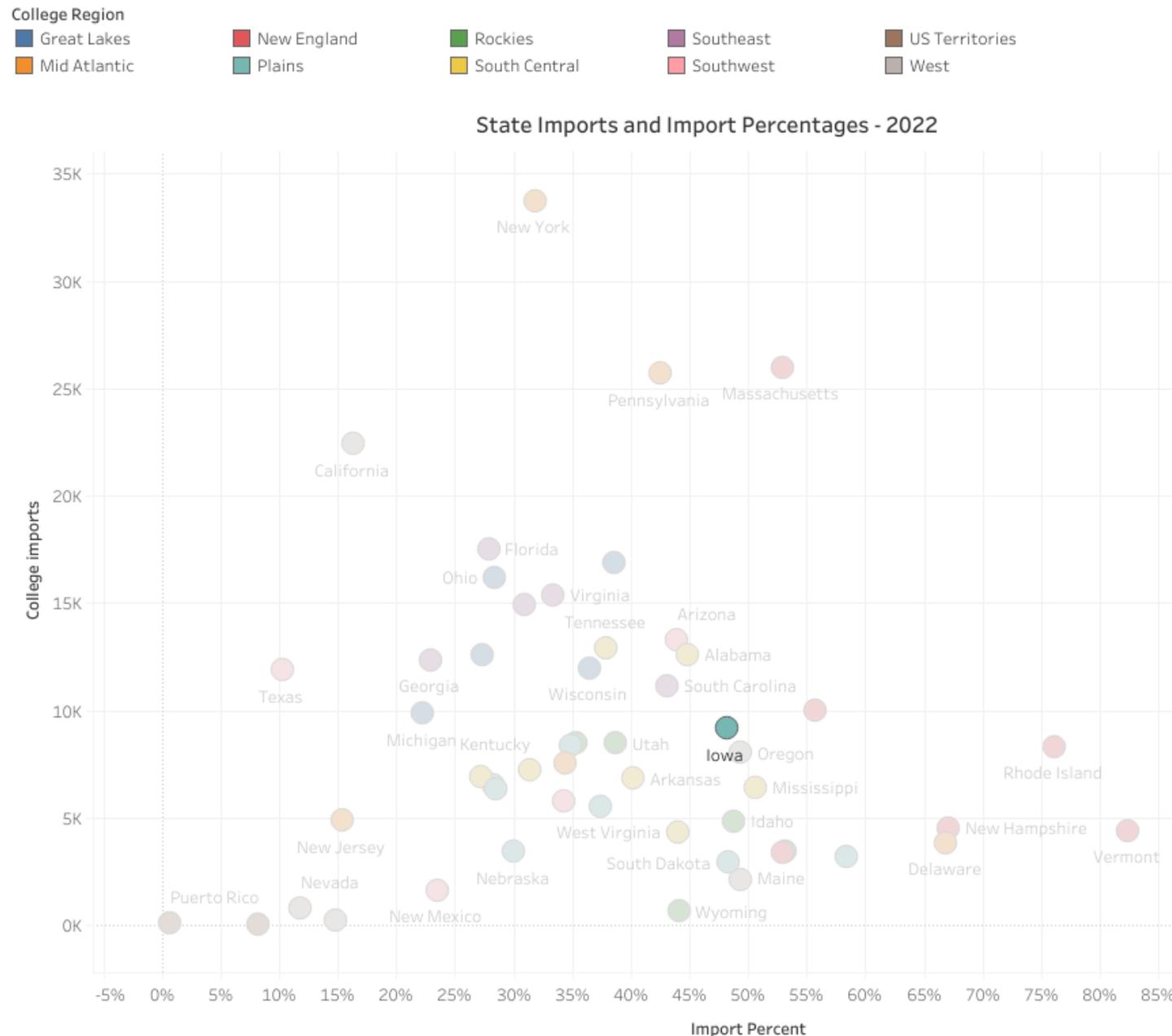
Source: <https://www.highereddatastories.com/2024/01/first-year-student-freshman-migration.html>



# STUDENT MIGRATION

- Iowa retains most college-going students
- 45-48% of first-years at Iowa 4-year institutions are non-resident students

Source: <https://www.highereddatastories.com/2024/01/first-year-student-freshman-migration.html>

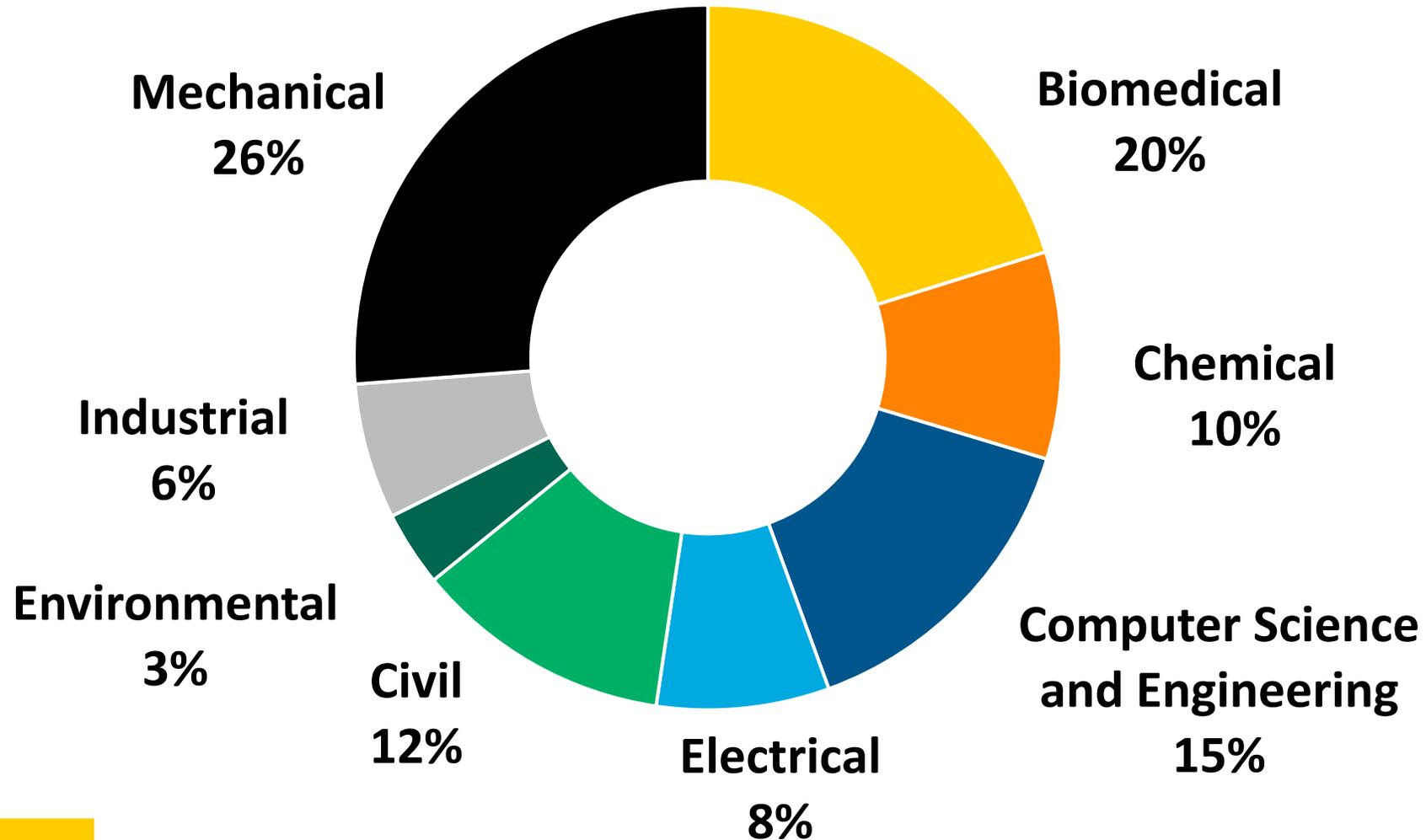


# ENGINEERING ENROLLMENT

- Engineering welcomed 444 new students (freshmen & transfer) in Fall 2024
- Overall enrollment has been steady
- Decrease in international student enrollment over the past 8 years
- Increase in domestic, non-resident
- Nearly 29% female students



# ENGINEERING ENROLLMENT AT IOWA





# RECRUITING OUR ENGINEERS

# CAREER OUTCOMES

**77%**

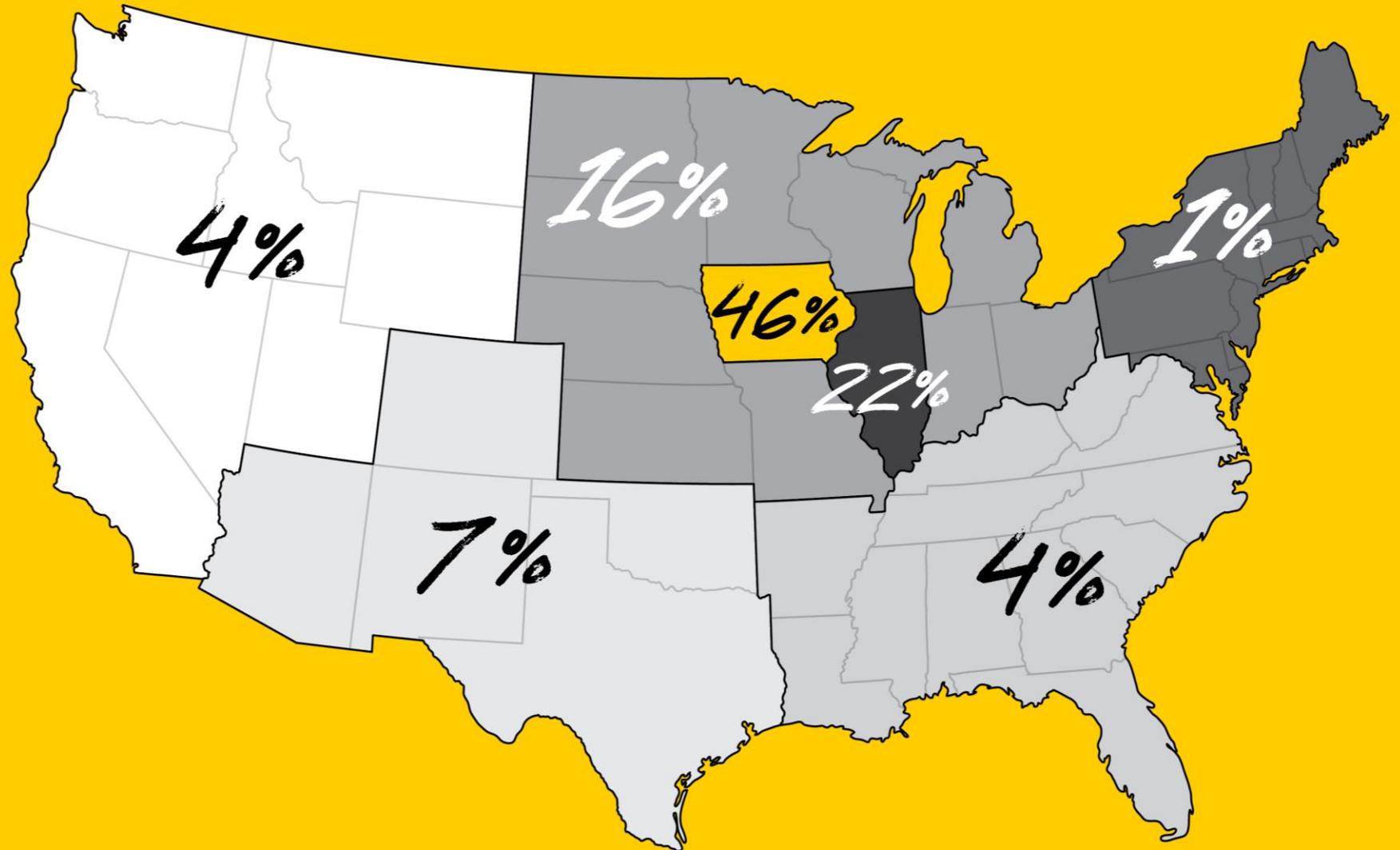
EMPLOYED WITHIN 6 MONTHS OF GRADUATION

**20%**

CONTINUING EDUCATION

**\$73,000**

MEDIAN SALARY



## IOWA'S CAREER DEVELOPMENT FRAMEWORK FOR ENGINEERS

### **E – Early Exposure**

Students explore majors, strengths, and the role of engineers in society

### **N – Network Building**

They begin forming connections with employers, alumni, and peers

### **G – Goal Setting**

Students identify interests and define next steps through guided tools

### **A – Access to Employers**

Real-world opportunities become tangible through high-impact events

### **G – Guided Advising**

Support is scalable but personal—ensuring no student falls through the cracks

### **E – Empowered Launch**

Graduates leave with clarity and confidence about their next step

# HANDSHAKE: CONNECTING TALENT AND OPPORTUNITY

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#1 college-to-career network and the University of Iowa is proud to be a Handshake campus

## **For Employers, Handshake Offers:**

- Direct access to Iowa's engineering students
- Free job and internship postings
- Targeted messaging by major, graduation year, and more
- Seamless registration for career fairs, info sessions, and interviews
- Resume access and robust analytics to improve your recruiting reach

Students use Handshake to explore employers, schedule advising appointments, and manage every step of their career journey

# CAREER TREKS

Career Treks allow students to engage with professionals and explore real-world engineering.

## Recent Highlights

- **Midwest Precast Concrete:** Students observed bridge segments being built for a regional highway project
- **Rock Island Arsenal Lock & Dam:** Students explored civil and mechanical systems used in U.S. Army Corps infrastructure
- **Chicago:** Visits to G&W Electric, Panduit, and RTM Engineering Consultants insight into manufacturing and consulting careers



# SEPTEMBER ON-CAMPUS EMPLOYER EVENTS



# ACCESS TO EMPLOYERS

- 250+ employers across fall and spring fairs
- Strategic career treks across Iowa and throughout the Midwest
- On-campus interviews, info sessions, and coffee chats
- Custom employer engagement options—*every firm has a place*



# BUILD PATHWAYS TOGETHER

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We invite employers to **co-create career development experiences** that equip Iowa engineers for impact

## Ways to Engage:

- Host a Career Trek
- Present a workshop or join a networking night
- Join the Career Services Advisory Board
- Recruit through the Fall or Spring Engineering Career Fair
- Connect via tabling, info sessions, or mock interviews



# RECOMMENDATIONS

# RECOMMENDATIONS TO SUPPORT RECRUITMENT

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## COMMUNITY ENGAGEMENT

- Encourage K-12 engagement / volunteerism
- Act to create interest in engineering, invest early
- Proactively connect with counselors and teachers (with possibilities)
- Demystify the field

## MAKE IOWA A DESTINATION

- Engage to create innovative partnerships for engineering students
- Sponsorship and collaboration for outreach / educational programming
- Financial support opportunities

# IOWA

## CONTACT US

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