

Student Enrollment Trends and Engagement Strategies

Kellie Olson, Director
Engineering Career Services

Student Enrollment at Iowa State

New student enrollment for Fall 2024 totals 8,608 new students. This includes 5,906 first-year students.

Students come from every county in Iowa, every state in the country, and from 116 countries.

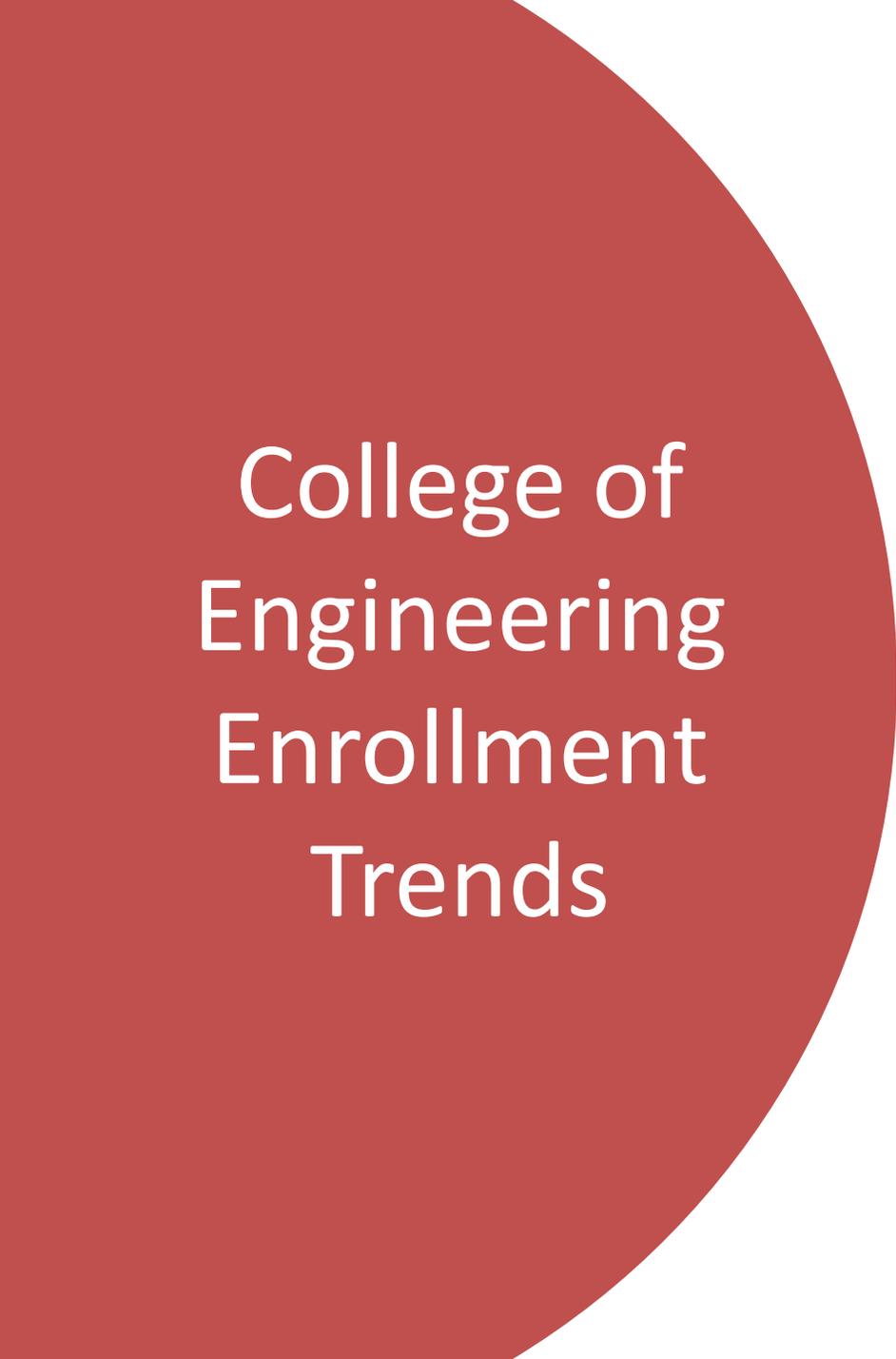
This fall, 16,116 Iowans are attending Iowa State (53% of the student body).

60.6% of all enrolled students are in a STEM major at Iowa State University of Science and Technology.

A total of 2,878 international students enrolled at Iowa State in Fall 2024, comprising 9.5% of the total enrollment.

Of the total number of students enrolled in Fall 2024 who reported their sex, 13,668 (45.6%) were women and 16,315 (54.4%) were men.

*Source: ISU Office of The Registrar
Enrollment Statistics Report, Fall 2024*

A large red circular graphic on the left side of the slide, partially cut off by the edge.

College of Engineering Enrollment Trends

College of Engineering has experienced steady growth in enrollment the past 3 years

Our college has seen growth in both New Direct from High School and Transfer student enrollments

Fall 2024 New Entering Cohort was 2,093 New Direct High School and Transfer Students

Enrollment growth has included both in-state and out-of-state students

College of Engineering Fall 2024 Enrollment was 6,968 Undergraduate Students

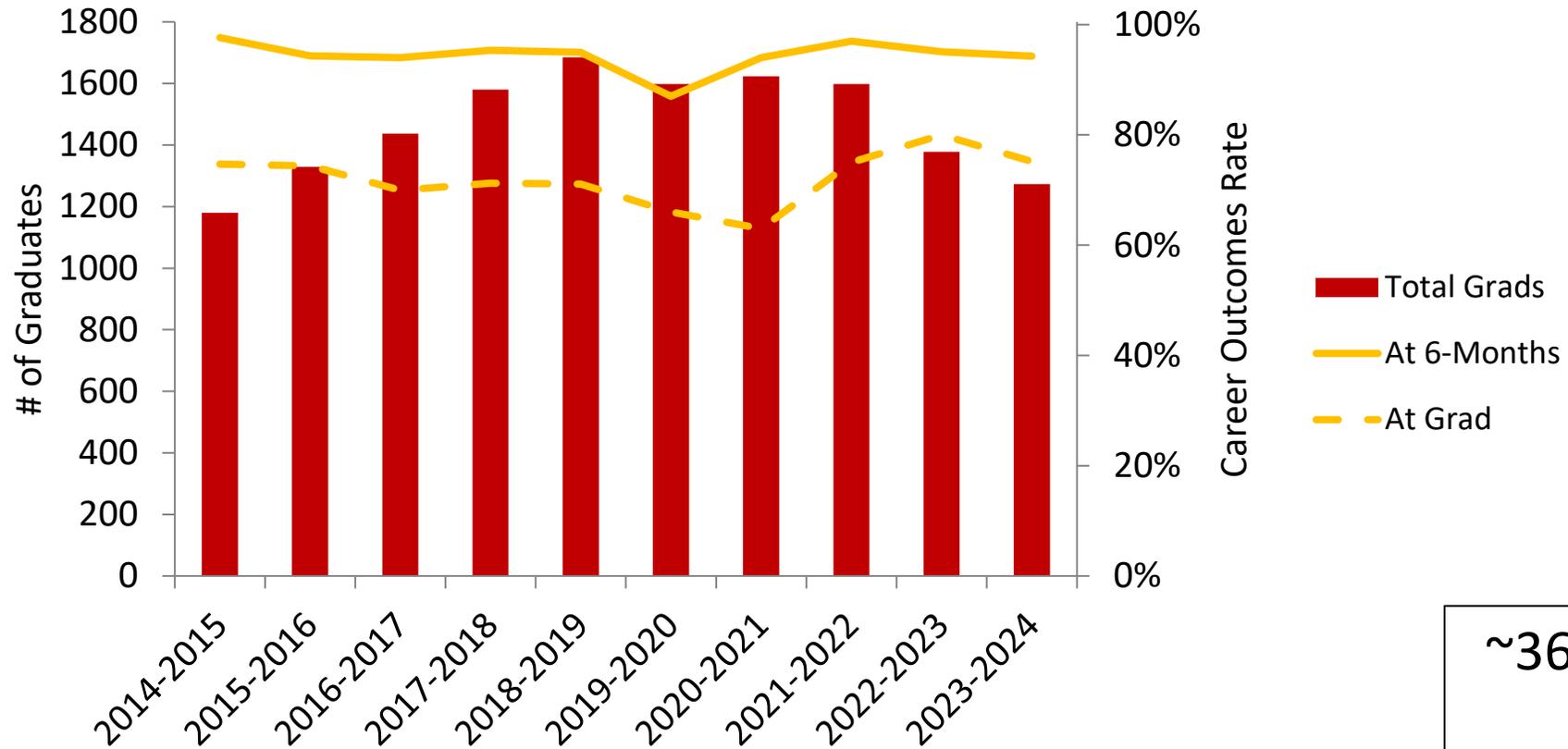
College of Engineering Fall 2024 Enrollment

Aerospace Engineering	1027
Agricultural Engineering	154
Biological Systems Engineering	63
Biomedical Engineering	115
Chemical Engineering	393
Civil Engineering	518
Computer Engineering	488
Construction Engineering	239
Cyber Security Engineering	170
Electrical Engineering	475
Environmental Engineering	118
Industrial Engineering	318
Materials Engineering	110
Mechanical Engineering	1930
Software Engineering	640
College of Engineering - Undeclared	218

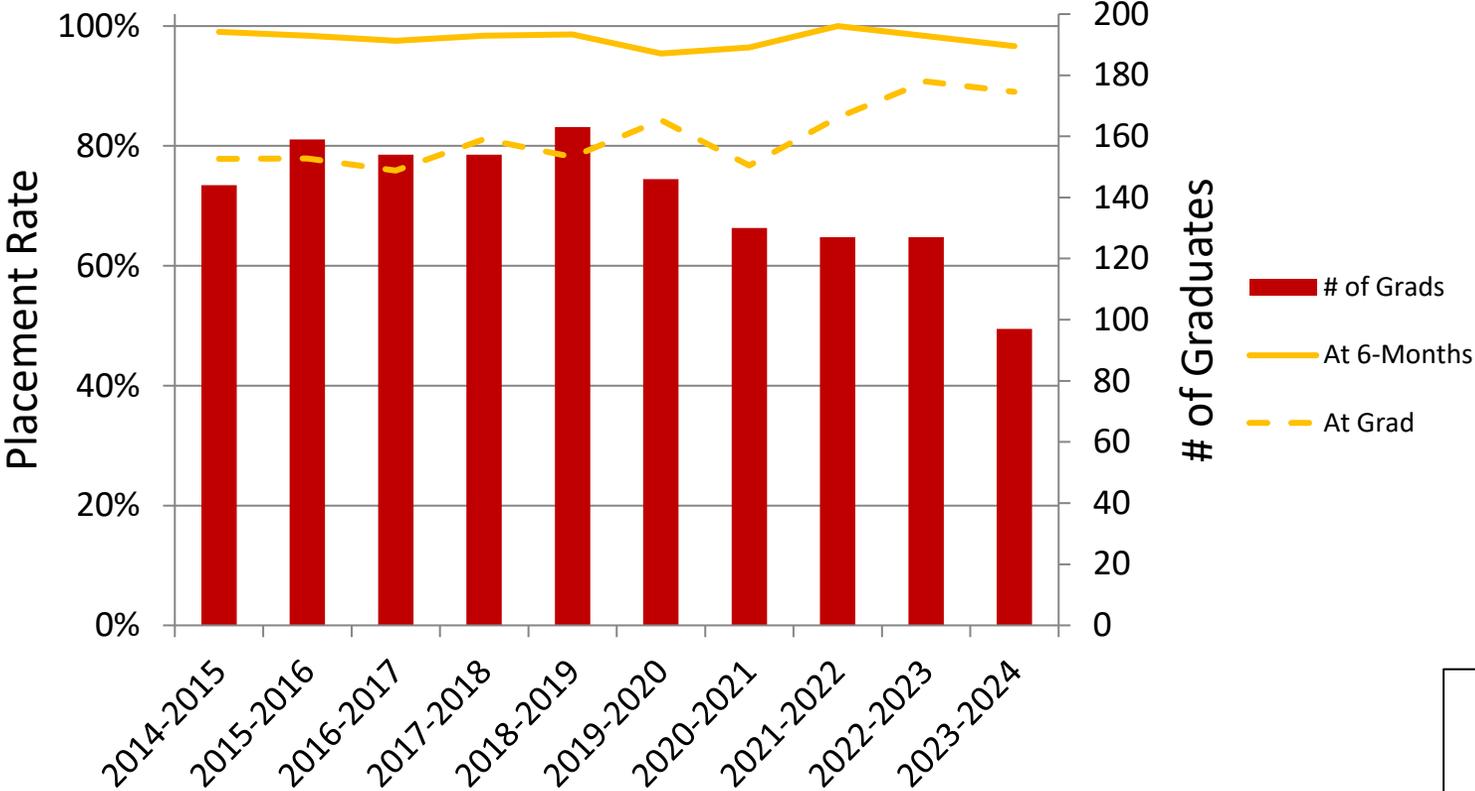
Demand is High

- **CyHire Job Postings by Job Function (July 2024 – April 2025)**
 - **All Engineering**
 - Post-Graduation: 1175
 - Internship/Co-op: 1416
 - **Civil/Construction**
 - Post-Graduation: 369
 - Internship/Co-op: 394
- **Career Fair Attendance**
 - Fall 2024 Career Fairs:
 - 289 out of 529 employers were hiring Civil/Construction
 - Spring 2025 Career Fair:
 - 154 out of 290 employers were hiring Civil/Construction
 - NEW Fall 2025: Building Sector Career Fair

Career Outcomes: All Engineering (B.S.)

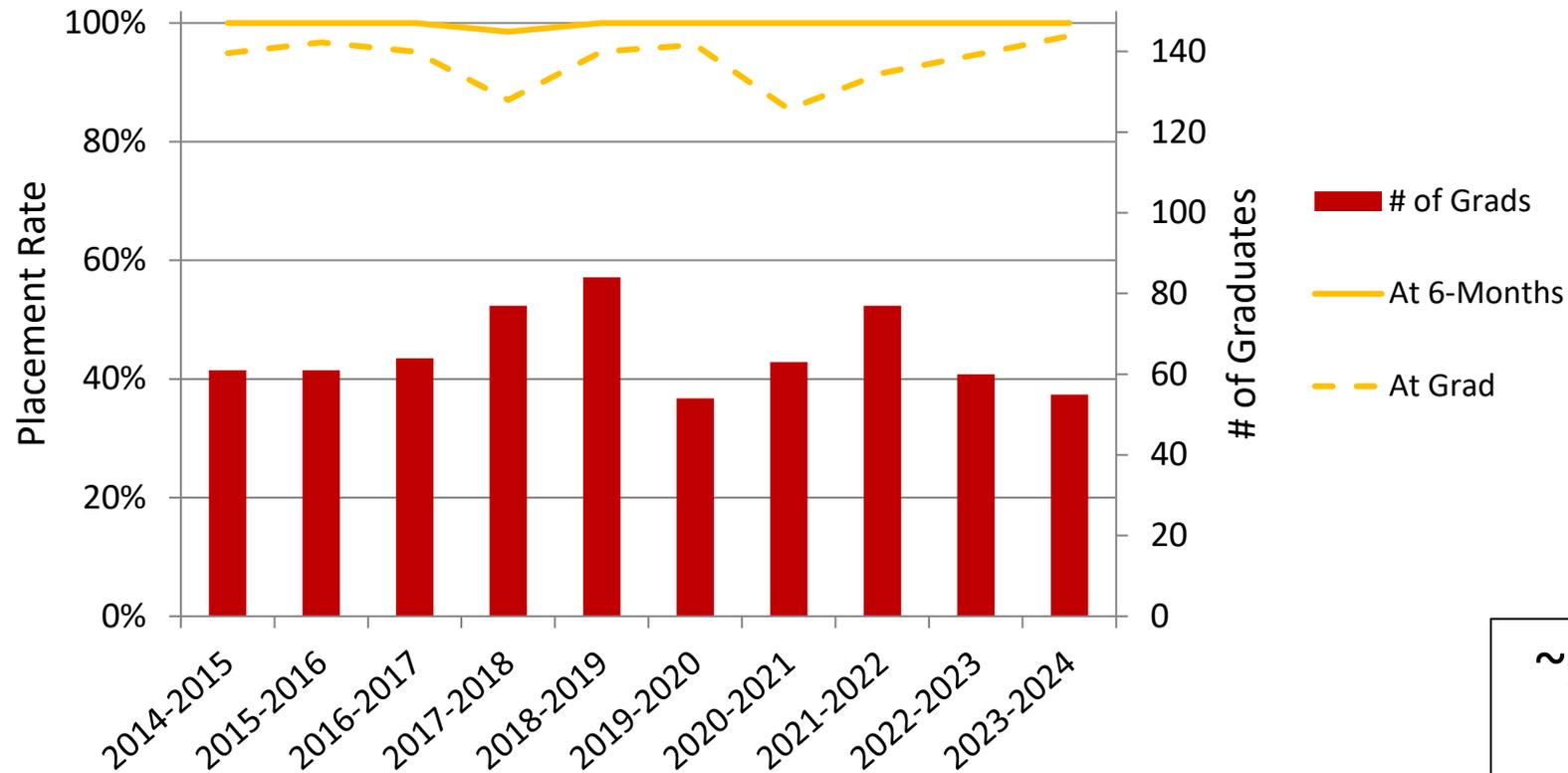


Career Outcomes: Civil Engineering (B.S.)



~40% Stay in Iowa

Career Outcomes: Construction Engineering (B.S.)



~32% Stay in Iowa

How Can Industry Help with Recruitment?



K-12 Outreach.
Volunteer at local
STEM outreach
events (often
coordinated by
schools)



Connect with
college and career
counselors at your
local high schools
or faculty at
community
colleges. We can
provide support
with information
and resources



Offer mentorship
and/or internship
opportunities for
high school or
community
college students



Direct interested
students (both
high school and
transfer) to
contact us at
engineering@iastate.edu



If alum of Iowa
State, share your
experience with
classes, clubs, and
interns

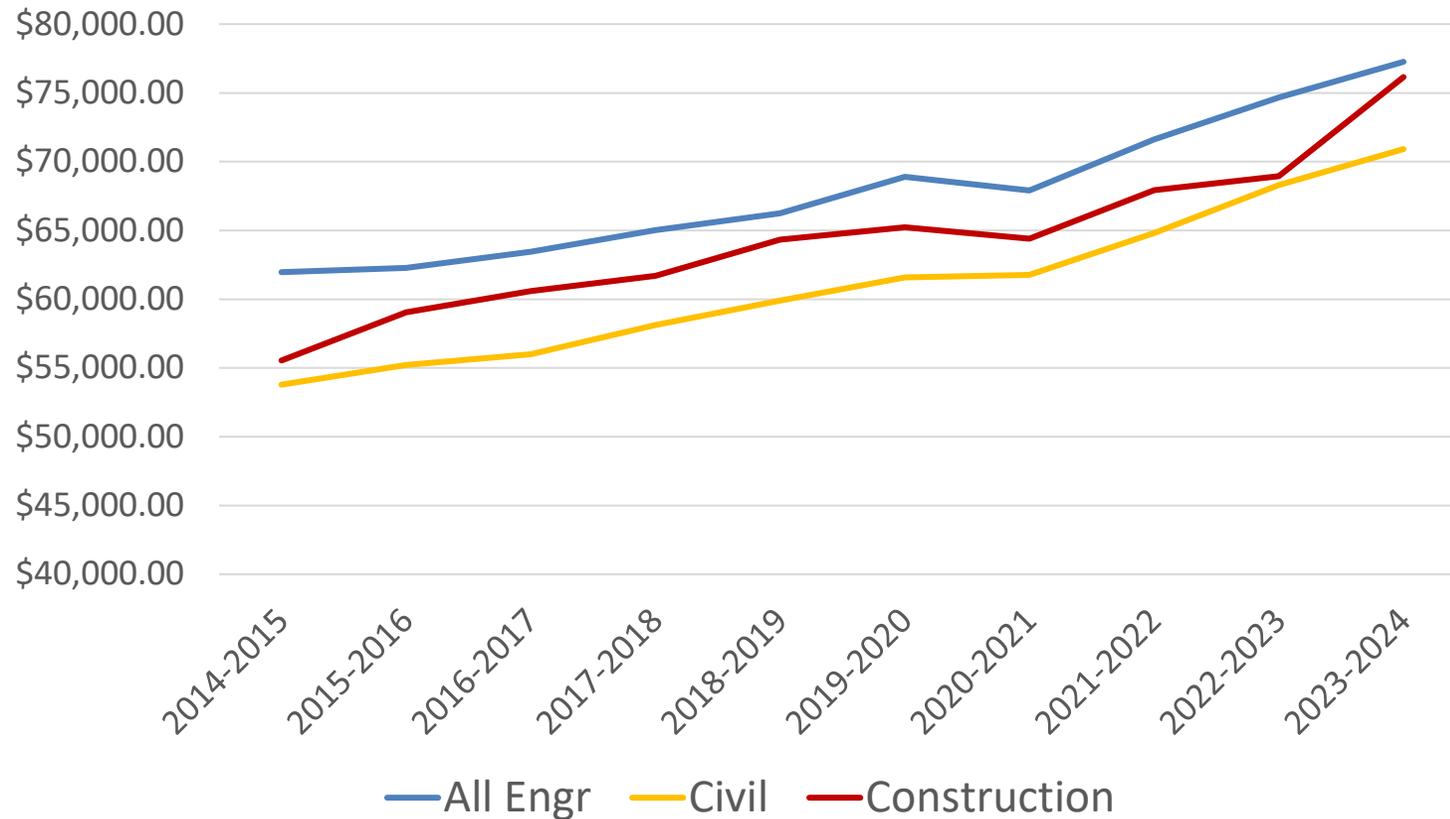
Student Engagement Strategies:

What are you doing to stand out?

- Make it easy for students to learn about you
 - Be Visible On Campus
 - Career Fairs
 - Student Orgs (Tech Talks, Sponsorships)
 - Capstone Projects
 - Other Networking Opportunities
 - Career Development Classes, Volunteering, Networking Events through Career Centers
 - Post on campus job boards – simplify process
 - Make your position(s) desirable



ISU Salary Trends



National Association of Colleges and Employers (NACE) Comparison for Class of 2023:

- Engineering: \$80,085
- Civil: \$69,106
- Construction: \$67,947

Student Engagement Strategies: Expand Your Candidate Pool

- Look at other majors with similar skillsets that can be easily trained
- International students
- Early engagement – connect during freshmen year (or even in HS)
 - Hire for internships and co-ops
- Current employees with high school diploma - can you provide any support to help them get a degree and advance in your company?

Engineering Career Services

Employer Services

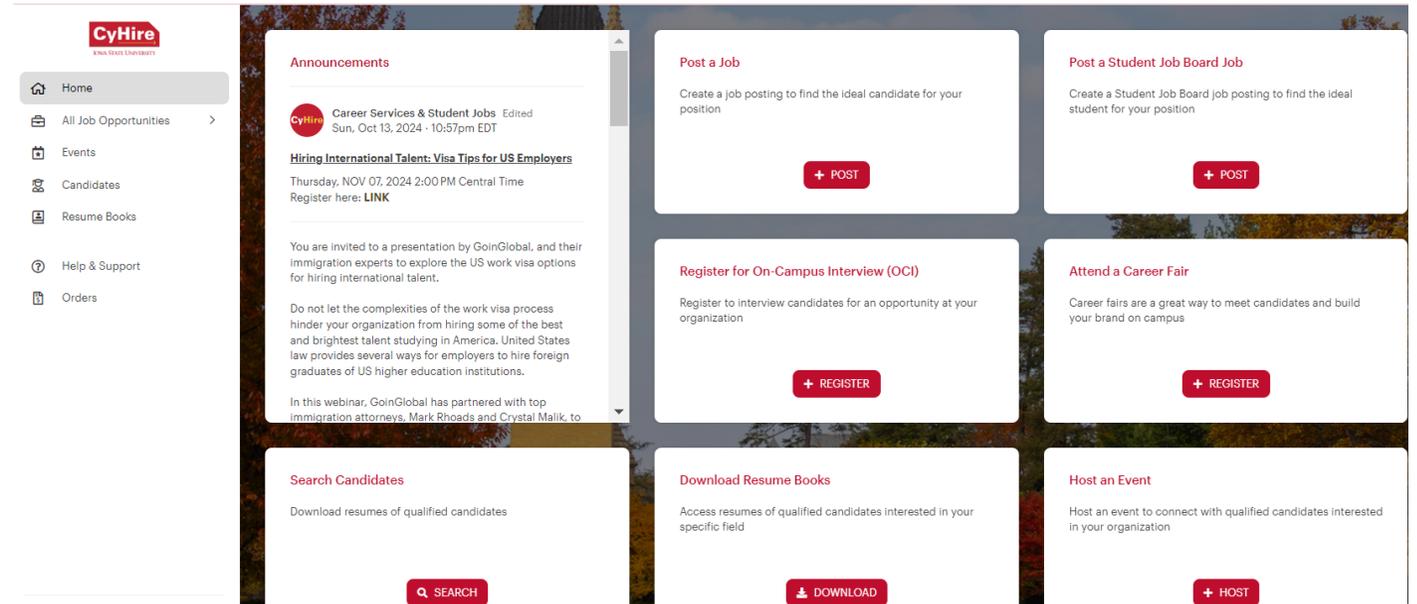
- Networking Events
 - Who are you sending?
- On-Campus Interviewing
- Information Sessions
- Co-ops & Internships
- Job Shadowing
- Recruitment Consulting



CyHire: Iowa State's Career Management System



- **Free Access for Students, Alumni & Employers**
 - Nearly 70% of students have logged in within first 9 months
- **Job Postings**
- **Employer Profiles**
- **On-Campus Interview Scheduling**
- **Info Sessions Requests**
- **Career Fairs & Other Event Registration**



Fall 2025 Events

- **Sept. 3: Career Fest**
(10am-2pm, Marston Lawn)
- **Sept. 16: Pizza With Engineering Professionals**
(3pm-5pm, Student Innovation Center)
- **Sept. 17: Building Sector Career Fair**
(8:30am-10:30am, Alumni Center)
- **Sept. 17: Career Fair**
(12pm-5pm, Scheman Building)
- **Sept. 18: Mass Interview Day**
(8am-4:30pm, Scheman Building)
- **Sept. 22: Pizza With Engineering Professionals**
(3pm-5pm, Student Innovation Center)
- **Sept. 23: Career Fair**
(12pm-5pm, Scheman Building & Hilton Coliseum)
- **Sept. 24: Mass Interview Day**
(8am-4:30pm, Scheman Building)



Questions?

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