

College of Engineering

ENGINEERING EDUCATION IN IOWA

Recruitment and Engagement with Future Engineers

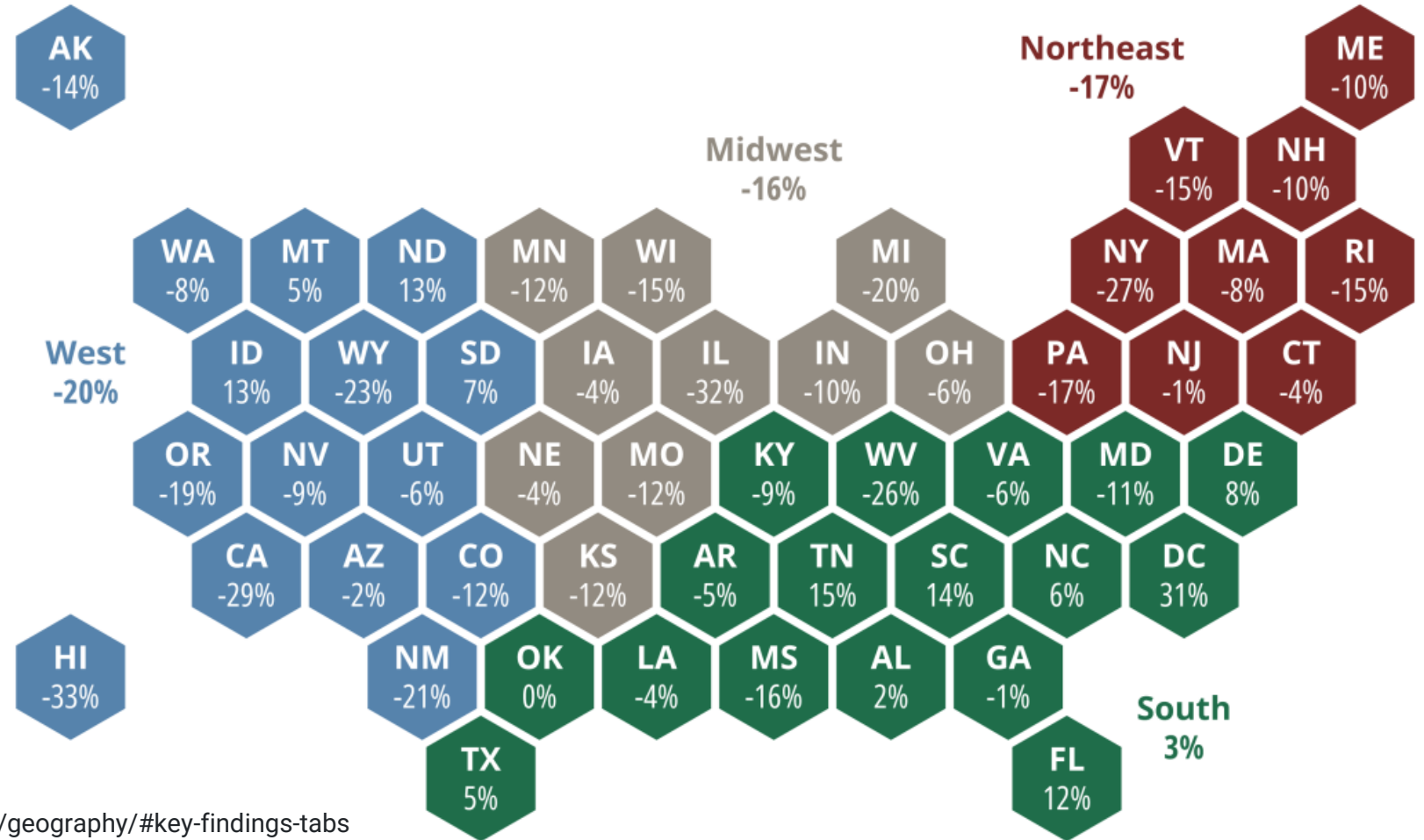
May 14, 2025



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>

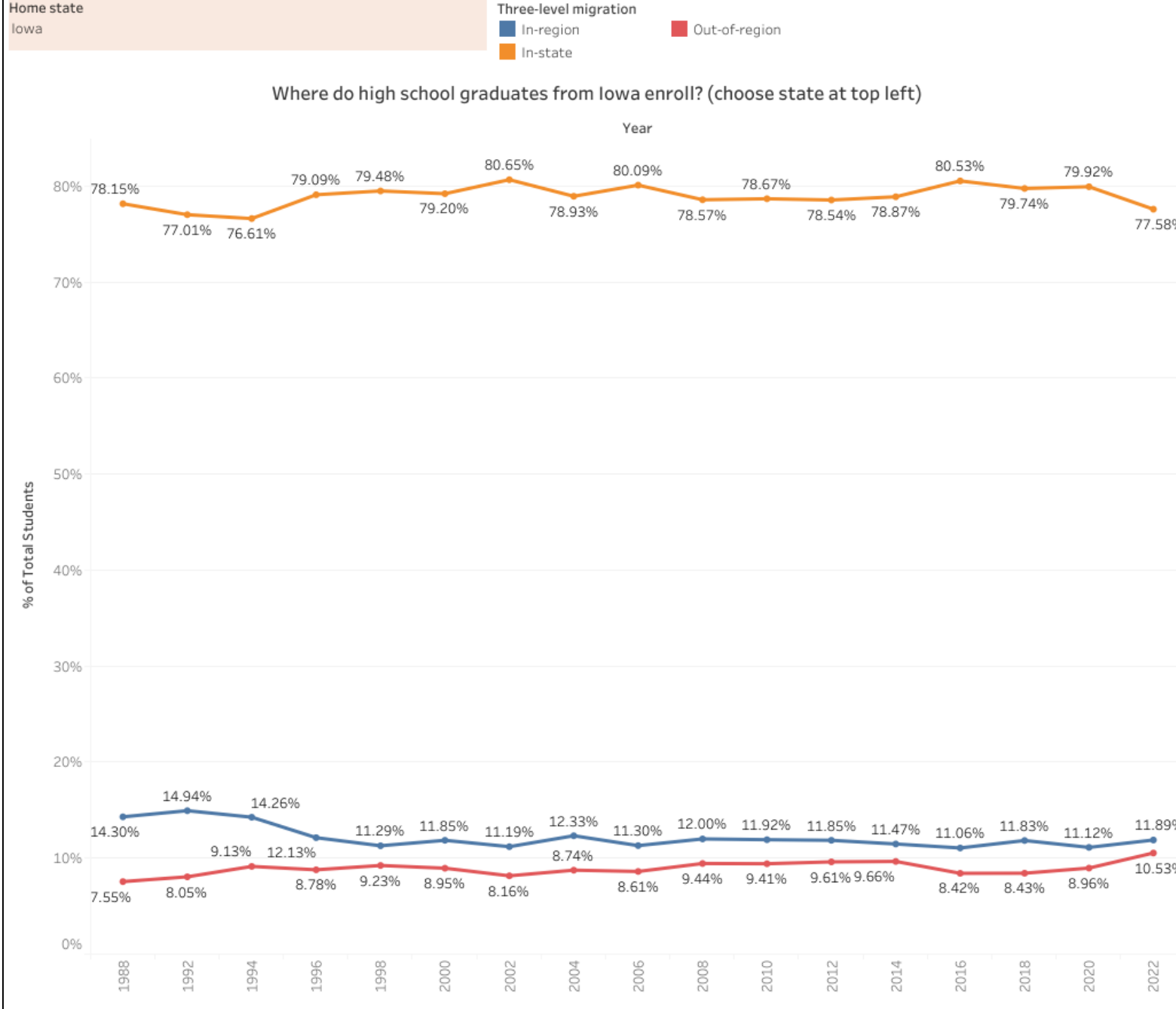
STUDENT MIGRATION

→ Iowa retains most college-going students

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

IOWA

College of Engineering



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>

IOWA

College of Engineering

College Region

Great Lakes
Mid Atlantic

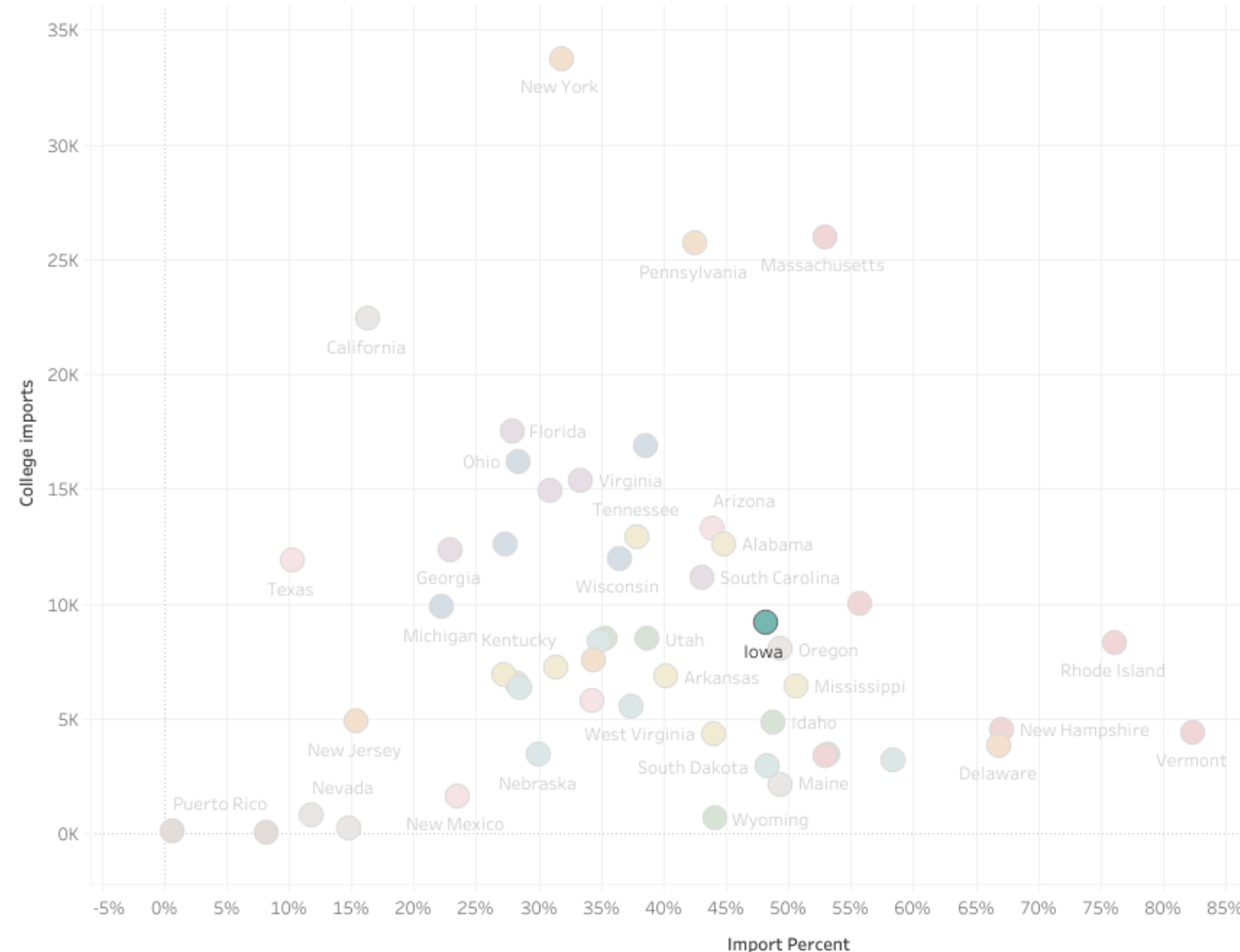
New England
Plains

Rockies
South Central

Southeast
Southwest

US Territories
West

State Imports and Import Percentages - 2022

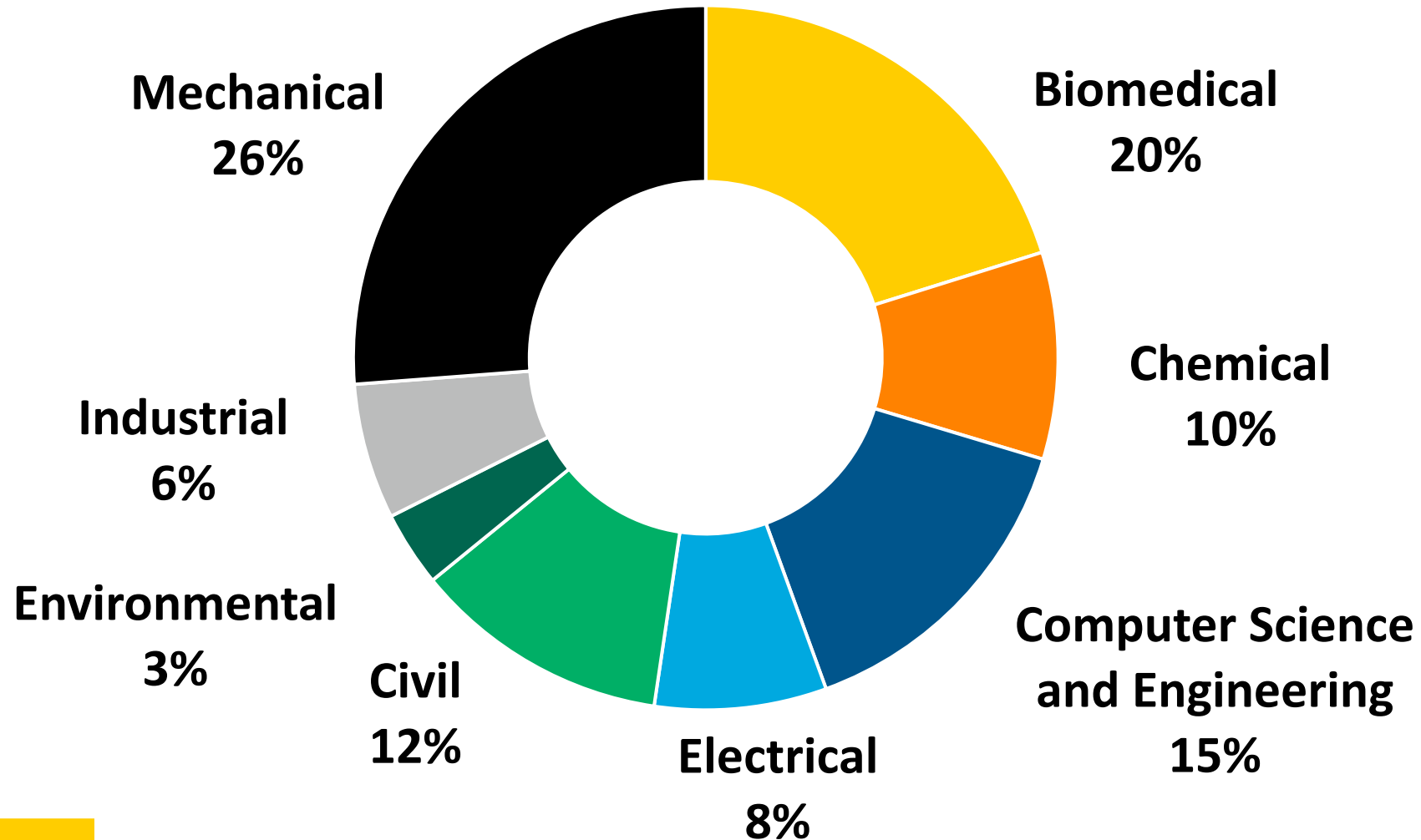


ENGINEERING ENROLLMENT

- 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%

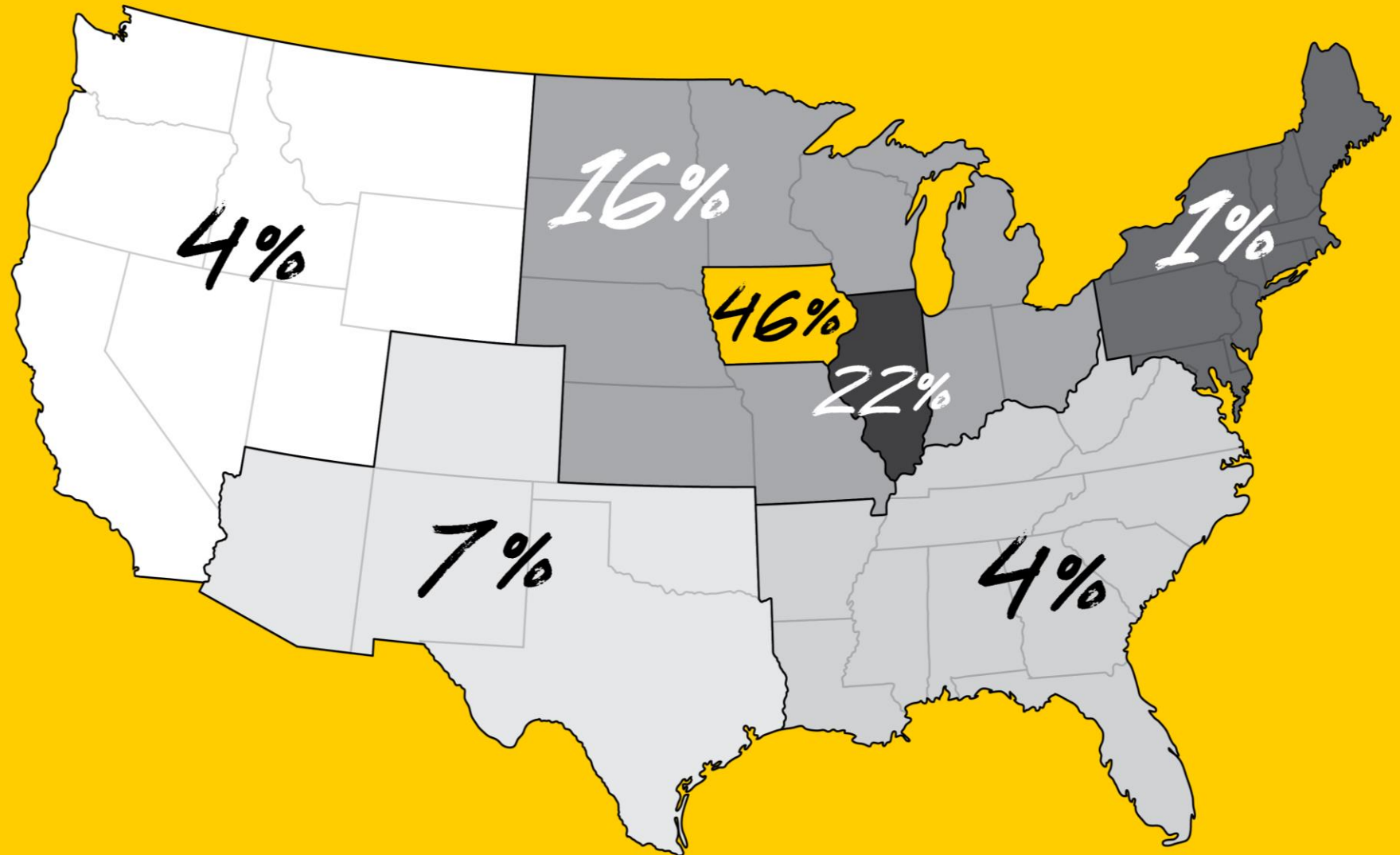
EMPLOYED WITHIN 6
MONTHS OF
GRADUATION

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

#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

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

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

Ryan Puhrmann

Director Engineering Admissions and Outreach
ryan-puhrmann@uiowa.edu

Kalindi Garvin

Director Engineering Career Services
kalindi-garvin@uiowa.edu

→ engineering.uiowa.edu