



Pomerantz Career Center First Destination Survey

Methodology, Dashboard and Data Use

Overview of Survey

Information gathered through the Graduation Survey that is sent to students that have applied for graduation

Methods to retrieve info

- 3 individual emails (around graduation, one & five months out)
- Cap and gown event
- Access to link through graduation app – Access to link via career center website
- Some colleges email out the initial link prior to first outreach
- If not completed by 6 to 7 months out, they are contacted via phone to have the survey completed on their plans post-graduation



Knowledge rates of 70-75% (Response rates of 50-55%)

84 categories of data can be utilized (as of changes made in Fall 2015 to question set)

Data for all 5 colleges (Fa2012-Present), data for CLAS & Tippie (Fa2002-Sp2012)

Goals of BI Solution

- Timely
- Historical
- Depth

Next steps: employer engagement dashboard, experiential education

Data Use



Collect data for undergraduate colleges (approximate number of graduates):

College of Liberal Arts & Sciences (3000)	College of Education (175)
Tippie College of Business (850)	University College (50)
College of Engineering (375)	Carver College of Medicine (50)
College of Nursing (200)	

Used primarily for placement rates and salary averages

- “Placed” means
 - Employed full-time
 - Employed part-time
 - Continuing education
 - Not seeking employment
- “Still Seeking” means
 - Stated they were still seeking and did not meet one of the criteria above



VS



Salary average - Use standard deviations to find low-salary cut-off range

- University wide range is \$20,000-\$140,000
- CLAS (20k) – Eng (30k) – Tippie (25k) – Nurs (30k) – Ed (25k)



Data Use

Reports sent to:

- Annually to Board of Regents
- Annually to Deans/DEOs
- Various publications (NACE/Princeton Review/USNews)
- Various employer/student requests



Information available:

- Job title – Employer – Location – FT/PT/Temp status – In-state/Out-of-state resident
- Job related to studies – Job related to career goals – Job requires degree
- While enrolled here: Activities – Internships – Study abroad – PT/FT
- Salary – Signing Bonus
- Continuing Education – University/College – Location – Area of study
- Student ID # which can link to additional MAUI information

New: will be able to choose from student reported or MAUI program in dashboard

Outcomes Dashboard

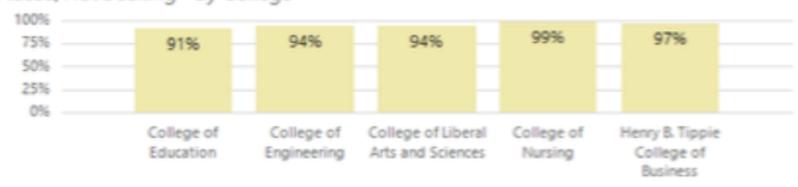
Academic Year Summer 2015 - Spring 2016

1 of 1 > | 100% | [Print] | [Refresh] | Find | Next

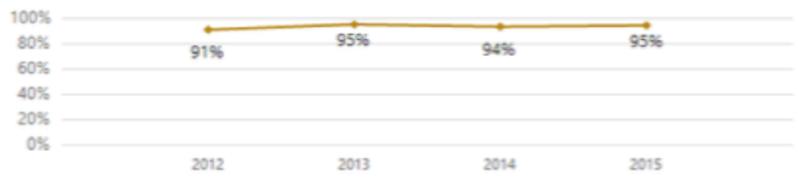
Full Time Employment=FTE | Part Time Employment=PTE

Spring 2016, Fall 2015, Summer 2015

Placed/Not Seeking - By College



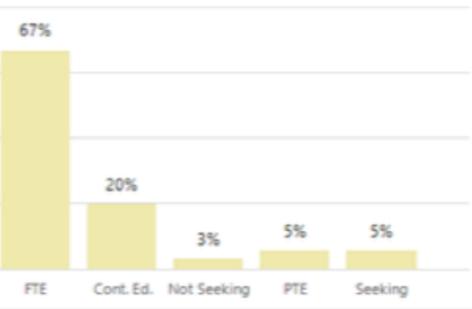
Placed/Not Seeking - Trending



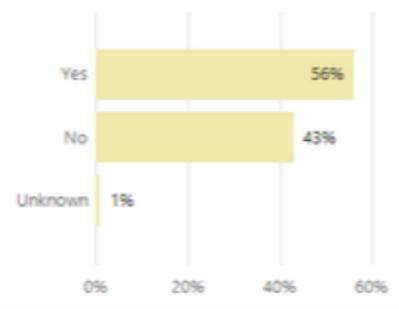
Employment by State



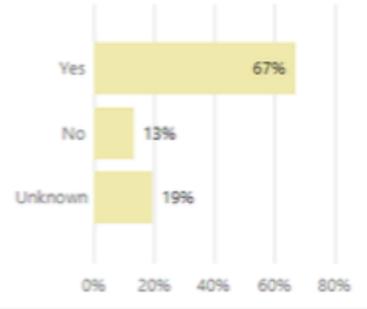
Outcomes Breakdown



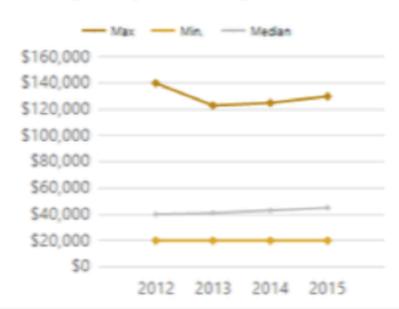
FTE Grads-Internship Status



FTE: Relation to Studies



Starting Salary - Trending



Outcomes Dashboard

Academic Year Summer 2015 - Spring 2016

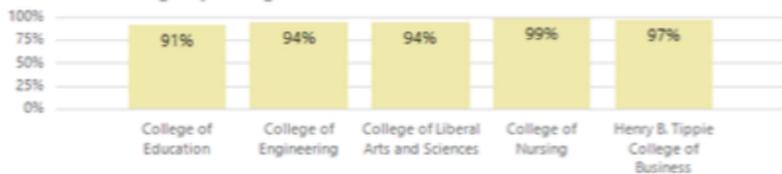
of 1 > 100% Find | Next

Spring 2016, Fall 2015, Summer 2015

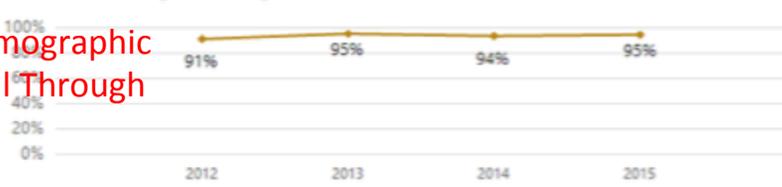
Full Time Employment=FTE | Part Time Employment=PTE

Click on state to see more specific employment data by state

Placed/Not Seeking - By College



Placed/Not Seeking - Trending

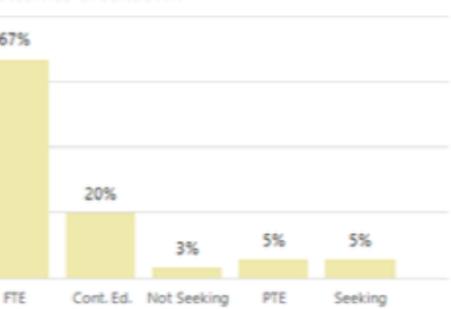


Demographic Drill Through

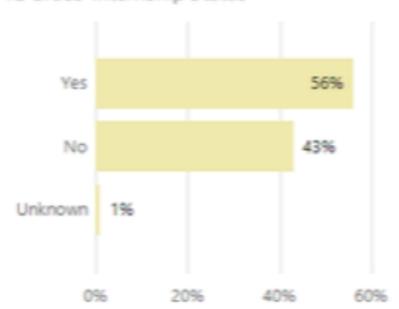
Employment by State



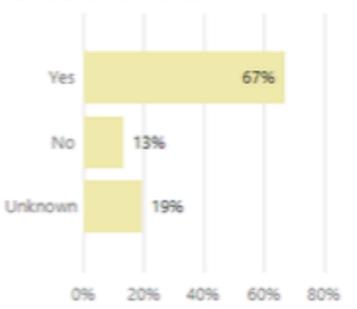
Outcomes Breakdown



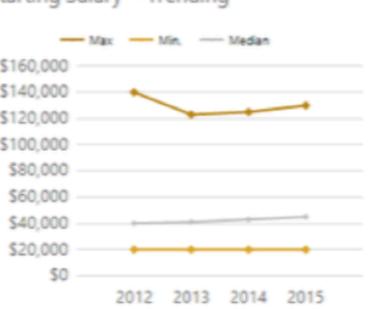
FTE Grads-Internship Status



FTE: Relation to Studies



Starting Salary - Trending



Click on bar or line of any of these 4 charts above to further drill down to data

Outcomes Dashboard

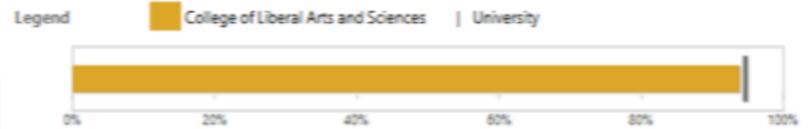
College of Liberal Arts and Sciences

Academic Year Summer 2015 - Spring 2016

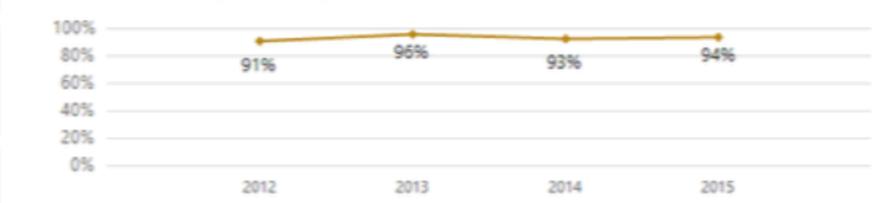
1 of 1 > 100% Find | Next

College of Liberal Arts and Sciences Full Time Employment=FTE | Part Time Employment=PTE
 Spring 2016, Fall 2015, Summer 2015

Placed/Not Seeking College vs University:



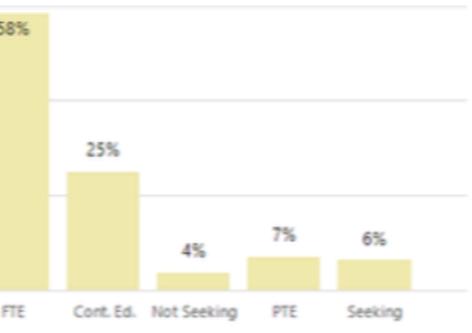
Placed/Not Seeking - Trending



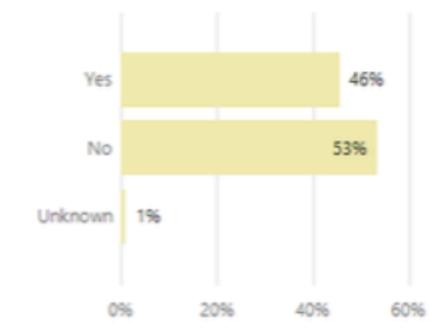
Employment by State



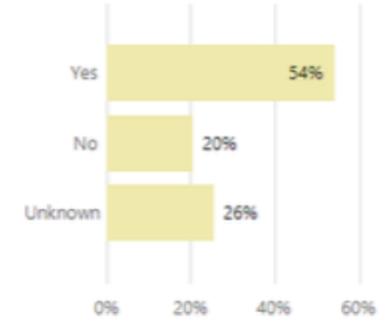
Outcomes Breakdown



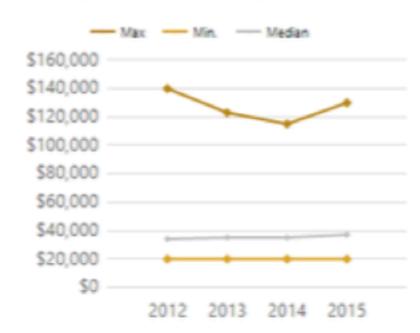
FTE Grads-Internship Status



FTE: Relation to Studies



Starting Salary - Trending



Outcomes Dashboard

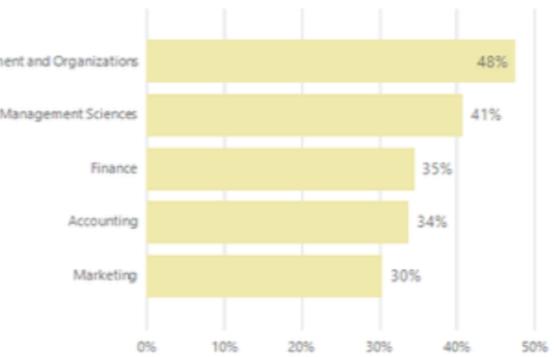
Example of a drill through page – got here by:
Chose college “Henry B. Tippie College of Business”
Then clicked on “Iowa” in state map

Henry B. Tippie College of Business Academic Year Summer 2015 - Spring 2016 Employer State Iowa

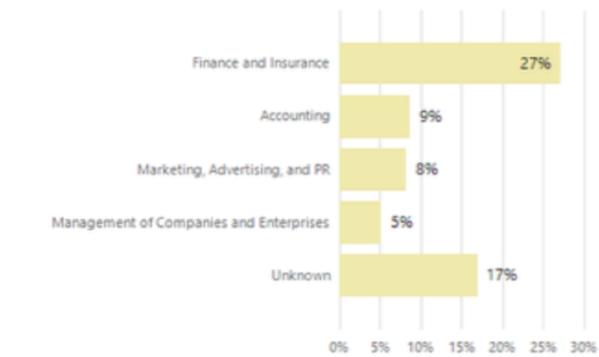
1 of 1 > | 100% Find | Next

Iowa Drilled Through From: Outcomes Dashboard > Employment by State
Table: Spring 2016, Fall 2015, Summer 2015

by Department See Full List



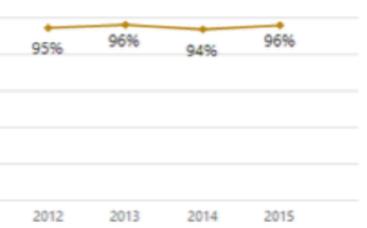
FTE Grads by Industry See Full List



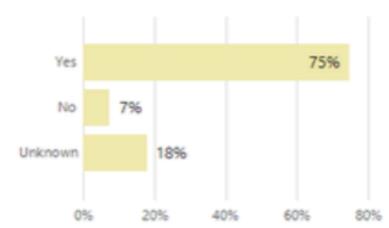
Hiring Employers See Full List

Employer Name	Students
UI	9
RSM	8
Principal Financial Group	4
United Fire Group	3
Unknown	6

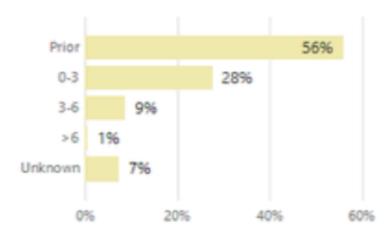
Trending



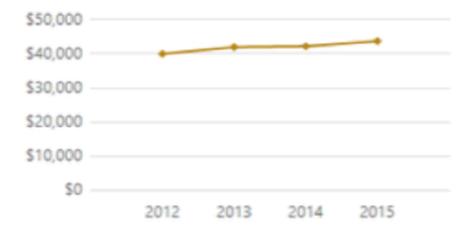
FTE: Relation to Studies



Offer Timing: Months after Grad.



Median Salary by Academic Year



Outcomes Dashboard

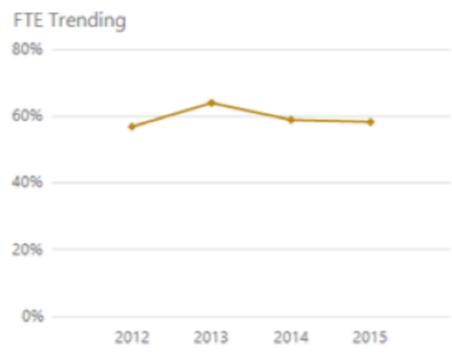
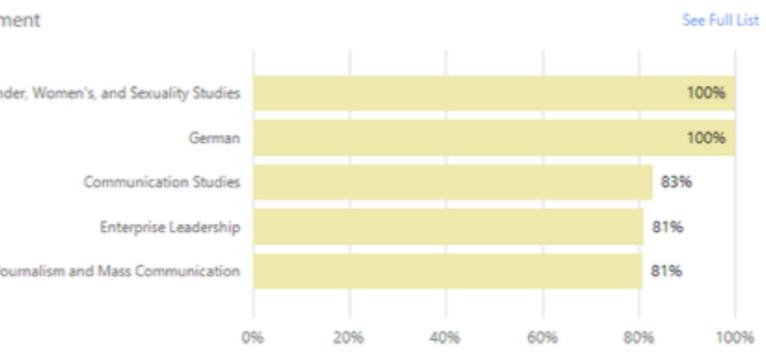
Example of a drill through page – got here by:
 Chose college “College of Lib Arts and Sciences”
 Then clicked on “FTE Bar” in lower left bar chart

College of Liberal Arts and Sciences Academic Year Summer 2015 - Spring 2016

1 of 1 > | 100% Find | Next

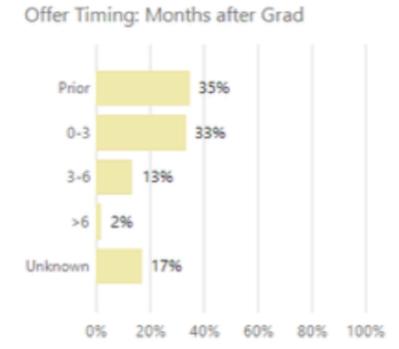
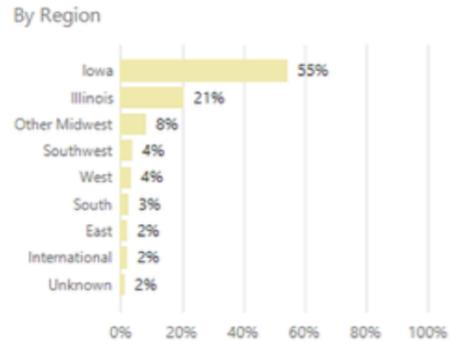
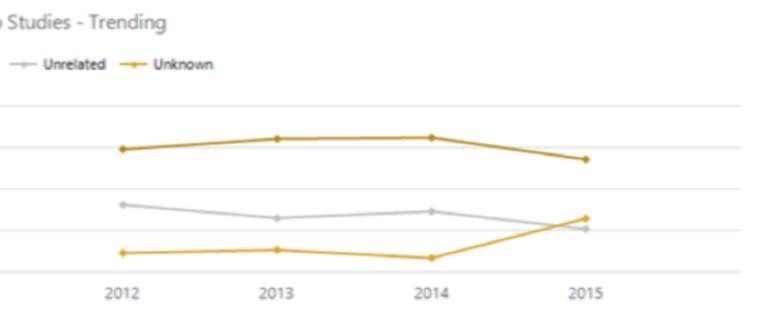
Drilled Through from:
 Outcomes Dashboard > Graduated Student Status Breakdown

Table: Spring 2016, Fall 2015, Summer 2015



Hiring Employers

Employer Name	Students
UI	66
UIHC	52
Hy-Vee	15
Wells Fargo	11
Unknown	60

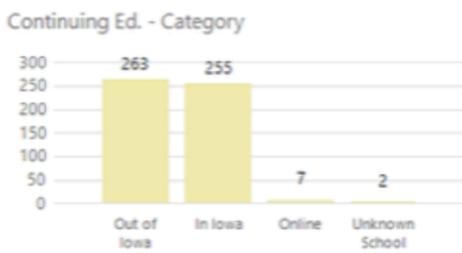
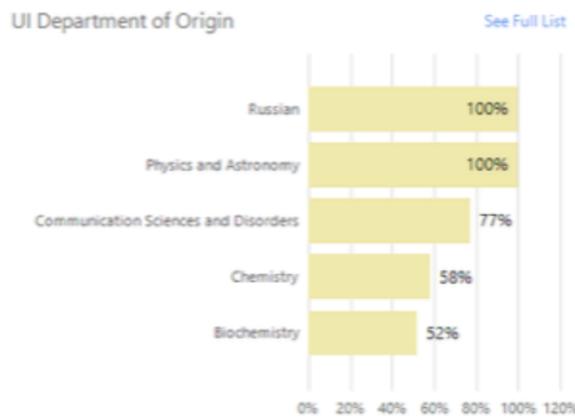


Outcomes Dashboard

Example of a drill through page – got here by:
 Chose college “College of Lib Arts and Sciences”
 Then clicked on “Cont. Ed. Bar” in lower left bar chart

Continuing Education Drilled Through from: Outcomes Dashboard > Graduated Student Status Breakdown

Table: Spring 2016, Fall 2015, Summer 2015



Destination Schools [See Full List](#)

School Name	School State	Students
University of Iowa	IA	184
Kirkwood Community College	IA	14
Des Moines University	IA	10
University of Wisconsin-Madison	WI	10
Unknown		18

College=College of Liberal Arts and Sciences | Academic Year=Summer 2015 - Spring 2016

Outcomes Dashboard

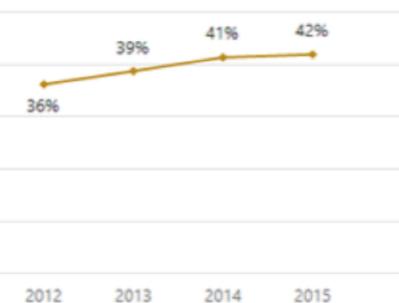
Example of a drill through page – got here by:
Chose college “College of Lib Arts and Sciences”
Then clicked on “FTE Grads – Internship Status – More
Detail” in lower row – 2nd from left chart

Data from the Outcomes Survey

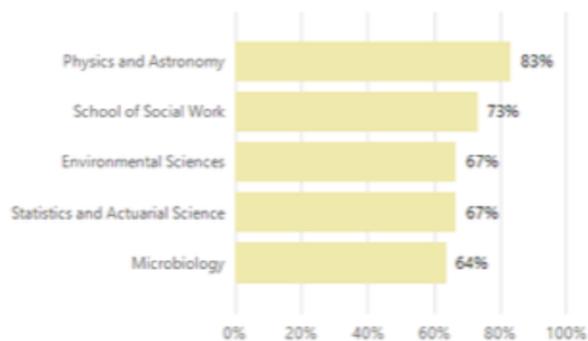
Drilled Through from:
Outcomes Dashboard > Completed Internship FTE

Academic Year: Spring 2016, Fall 2015, Summer 2015

Students Completing Internship - Trending



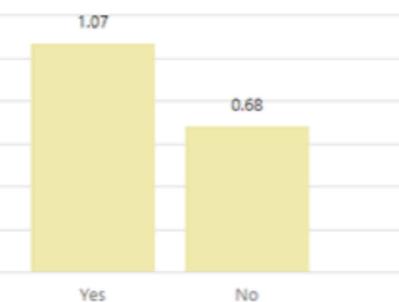
Percent of Students Completing Internship by Dept.



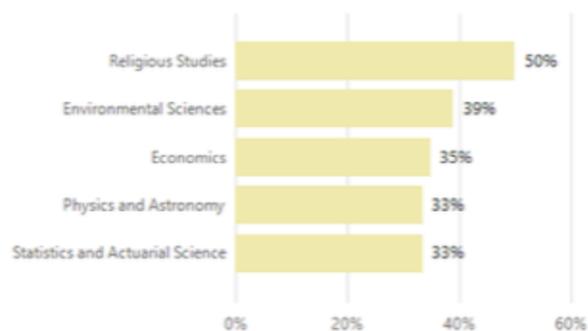
Median Salary by Internship Completion Status



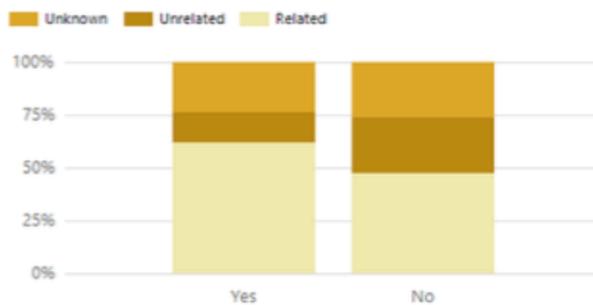
Grades by Internship Completion Status



Internship's influence on FTE by Department



FTE Relation to Studies by Internship Completion Status



Example of a drill through page – got here by:
Chose college “College of Lib Arts and Sciences”
Then clicked on “FTE” Box on left hand side

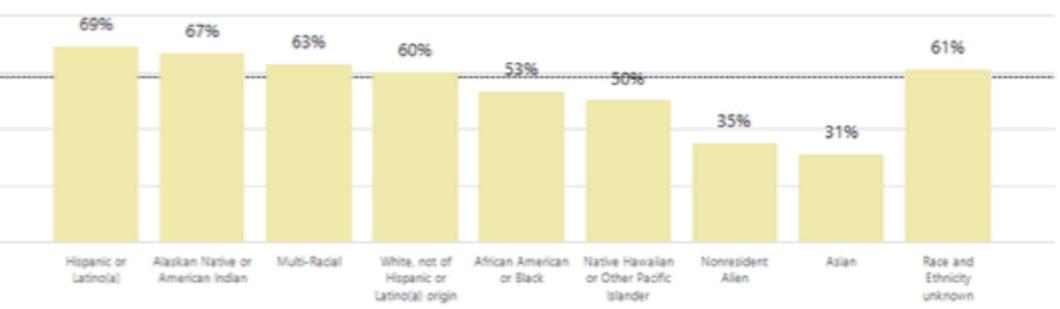
Outcomes Dashboard

Employment

Drill Through From: Outcomes Dashboard > FTE Quick View Box

Selected Colleges FTE Rate as a Whole (58%)

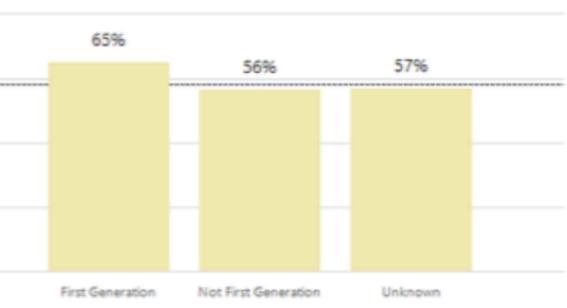
Employment Rate by Ethnicity



Full Time Employment Rate by Sex



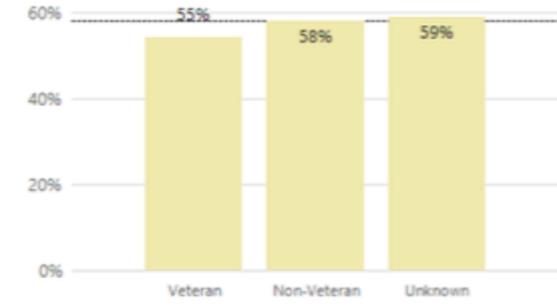
Employment Rate by First Generation Status



Full Time Employment Rate by Citizenship



Full Time Employment Rate by Veteran Status



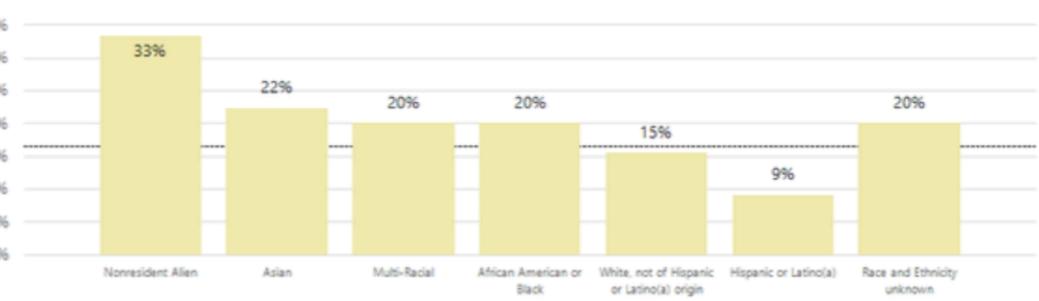
Example of a drill through page – got here by:
Chose college “College of Lib Arts and Sciences”
Then clicked on “Continuing Ed.” Box on left hand side

College of Engineering Academic Year Summer 2015 - Spring 2016 Report Type: Continuing Education
 Program All Comparison Type College

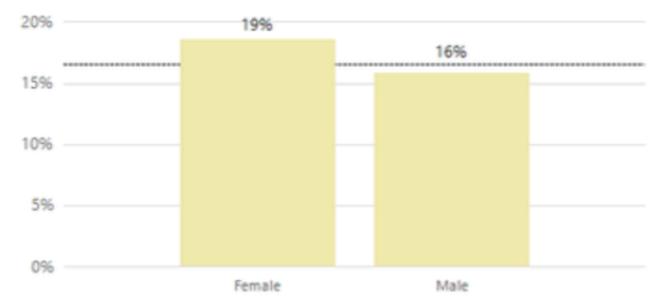
Continuing Education Drill Through From: Outcomes Dashboard>Continuing Ed. Quick View Box

Selected Colleges Continuing Education Rate as a Whole (17%)

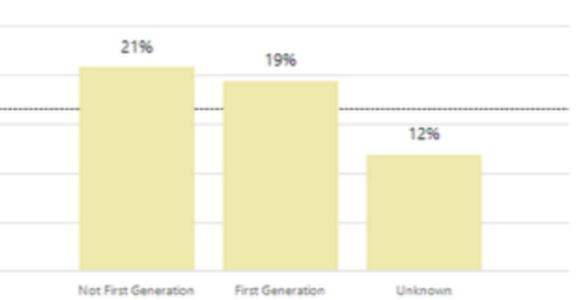
Continuing Education Rate by Ethnicity



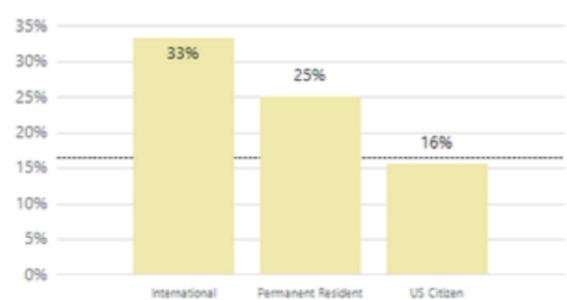
Continuing Education Rate by Sex



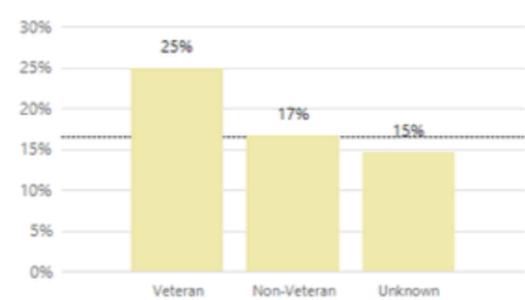
Continuing Education Rate by First Generation Status



Continuing Education Rate by Citizenship



Continuing Education Rate by Veteran Status



Outcomes Dashboard

1 of 1 > | 100% | [Print] [Find | Next]

Drill Through From: Outcomes Dashboard > Demographics > Quadrant > Full Time Employment Rate by Ethnicity

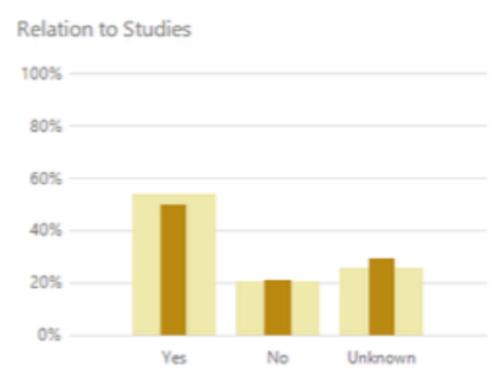
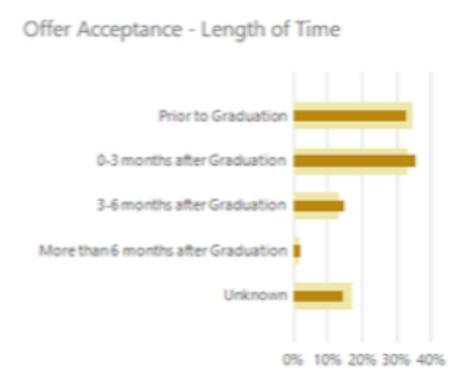
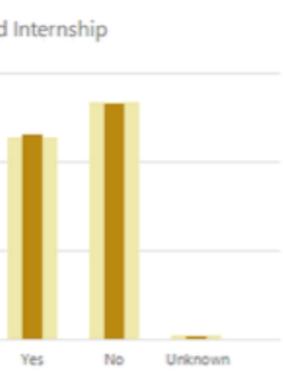
Industry	Employed
Health Care and Social Assistance	52
Finance and Insurance	28
Arts, Entertainment, and Recreation	24
Marketing, Advertising, and PR	16
Other Services (Except Public Administration)	15
Accommodation and Food Service	14
Educational Services	14
Non-Profit	14
Retail Trade	12
Unknown	32

Employer Name	Employed
UI	13
UIHC	13
Wells Fargo	6
Hy-Vee	5
Principal Financial Group	4
AmeriCorps	2
Genesis Health Systems	2
Nordstrom	2
Tanager Place	2
Unknown	12



Example to get here:
 Drilled through from FTE Demographics Slide (Slide 15)
 Clicked on "First Generation" Bar in bar chart
 In lower left hand corner
 (Could also get here by starting w/ demographics dashboard and filtering)

Employment Status vs College of Liberal Arts and Sciences



Need demographic breakdown? Start with Demographics Dashboard and adjust the parameters

Liberal Arts and Sciences | Academic Year: Summer 2015 - Spring 2016 | Report Type: Full Time Employment | Program: All | Comparison Type: College

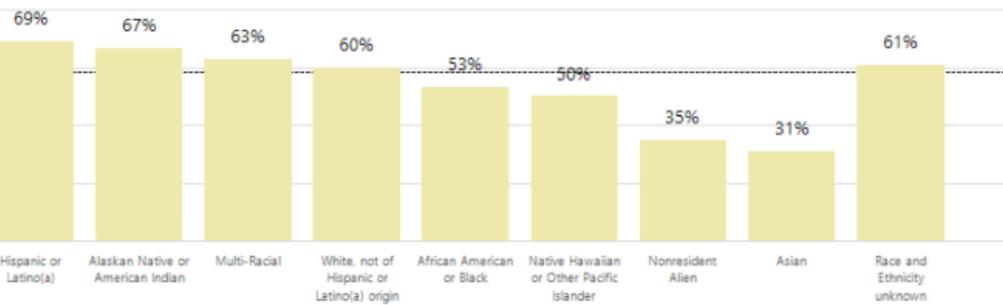
Options:
Full Time Employment
Continuing Ed

of 1 | 100% | Find | Next

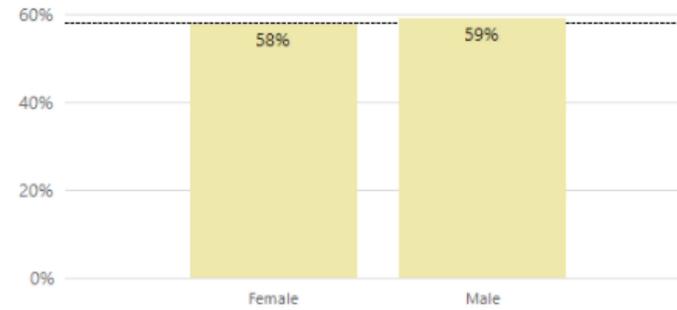
Employment | Directly

Illegals FTE Rate as a Whole (58%)

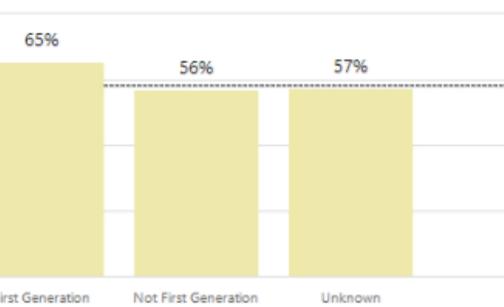
Employment Rate by Ethnicity



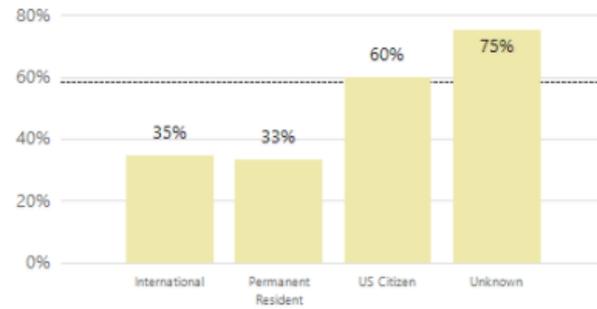
Full Time Employment Rate by Sex



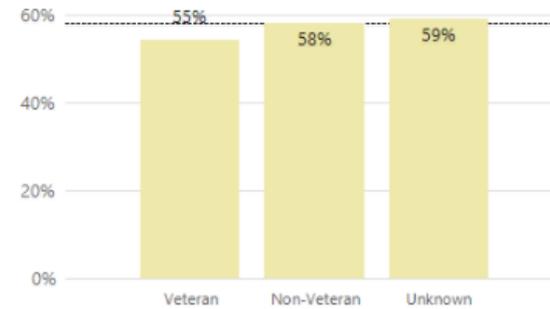
Employment Rate by First Generation Status



Full Time Employment Rate by Citizenship



Full Time Employment Rate by Veteran Status



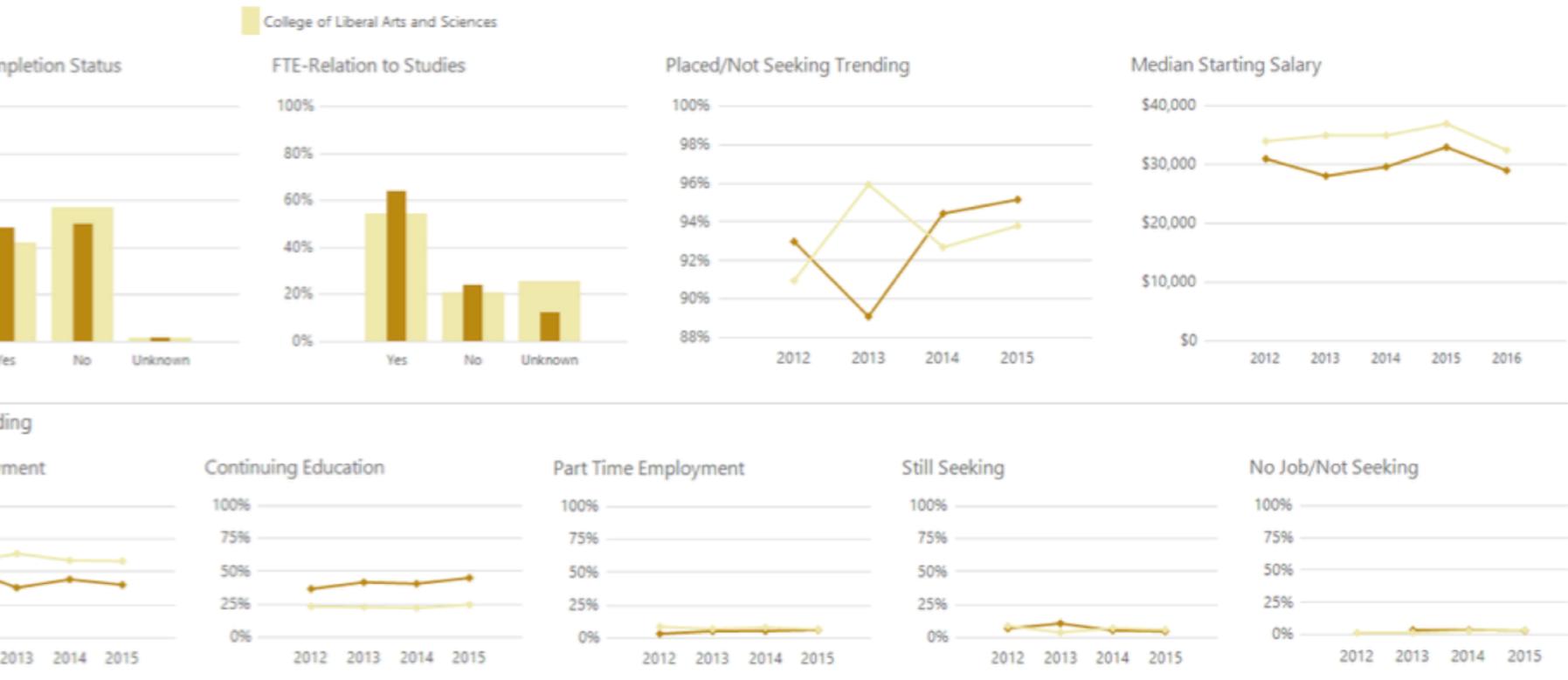
Want to compare your department/program to college/department? Start with Comparison Dashboard and adjust the parameters

College of Liberal Arts and Sciences Academic Year Summer 2015 - Spring 2016 Program Biology Comparison Type College

Drill through capabilities when College is chosen

of 1 > 100% Find | Next

College: College of Liberal Arts and Sciences | Program: Biology



Comparison Dashboard

School of Liberal Arts and Sciences

Academic Year Summer 2015 - Spring 2016

Program Art History

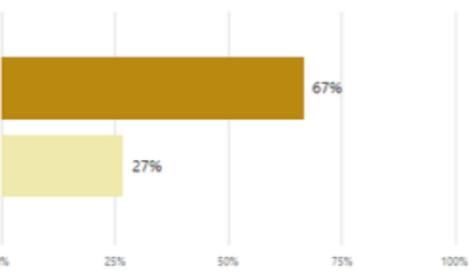
Comparison Type Department

Page 1 of 1 | 100% | Find | Next

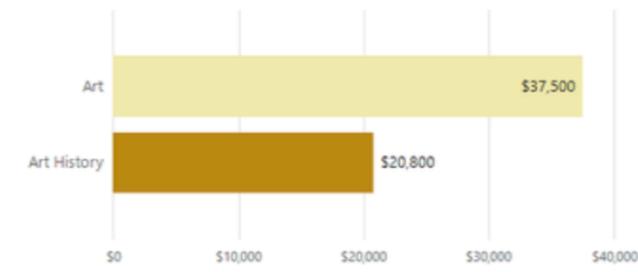
Department: School of Art and Art History | Program: Art History

No drill through capabilities when Department is chosen

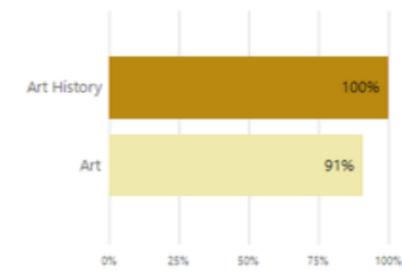
Internship



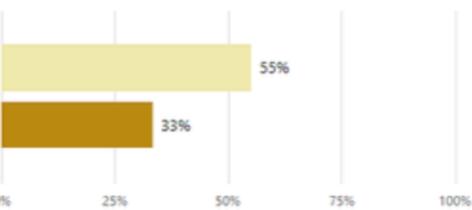
Median Starting Salary - Department Programs



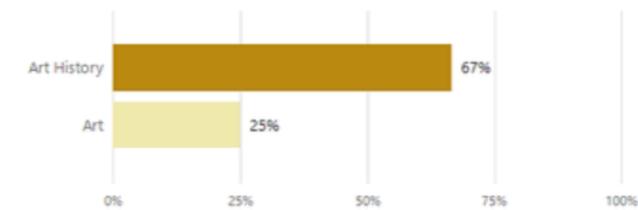
Placed/Not Seeking



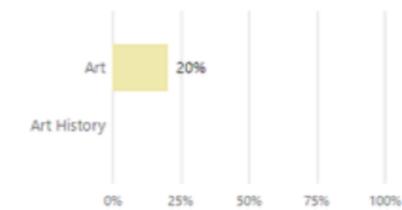
Related to Studies



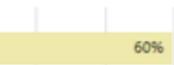
FTE: Unrelated to Studies



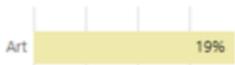
FTE: Unknown Relation to Studies



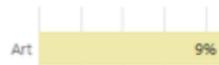
Employment



Continuing Education



Part Time Employment



Still Seeking



No Job/Not Seeking



Thank you

Contact Information:

Samie Cavey Lang

samie-cavey@uiowa.edu

Angi McKie

angi-mckie@uiowa.edu

Request Access to PCC Outcomes Dashboard – and to access in future
(can also add to dashboards you have access to as well)

<https://data.uiowa.edu/item/231955800/access>