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January 12, 2009

Michael E. Marshall
Secretary of the Senate
State Capitol Building
Des Moines IA 50319

Mark Brandsgard
Chief Clerk of the House
State Capitol Building
Des Moines IA 50319

Re: Consider IowaSM - Final Report

Dear Members of the Iowa General Assembly:

As required by 2006 Legislative Acts, Chapter 1180 §11 (HF 2527), attached is the final report from the University of Iowa on the Consider Iowa Pilot Program.

If you have any questions or need more information, please don't hesitate to contact this office.

Sincerely,

Robert Donley

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Attachment

cc: Dwayne Ferguson
Legislative Liaisons
Legislative Log

Report to the General Assembly of Iowa January 2009: Consider IowaSM

Consider Iowa began in July 2006 as a program created with the goal of retaining graduates for careers in Iowa. Two years later, much has happened in the growth of this program which provides numerous career development tools for students and former students with an AA degree or higher. There is no program in the state of Iowa that offers the resources provided by Consider IowaSM.

I. Advancements

A. Web site with two portals to make navigation as simple as possible.

1. “ Find Your Career” allows users to

- View thousands of Iowa jobs in one search using the CareerShift database
- Use job search tools including sample resumes for various levels of education and interviewing tips – all developed by career services professionals
- Take a virtual tour of Iowa companies such as Acciona in West Branch
- Find job fairs in your area
- Learn about Iowa companies publicly committed to diversity
- Become a LinkedIn Professional to connect with people looking at your industry
- Connect to a career advisor to assistance with the job search process

2. “Find Your Lifestyle” allows users to access

- Information about communities, explaining why they are great places to live
- Diversity resources for colleges and community organizations
- Cost of living calculator
- Connections through LinkedIn with Iowa professionals

B. Marketing

1. Employer luncheons were hosted during the spring of 2008, including events in Davenport, Waterloo, Cedar Rapids, Iowa City, Sioux City, Council Bluffs, Des Moines, Ames, West Des Moines, Dubuque, Ft. Dodge and Mason City. The luncheons were well attended with participants overwhelmingly supportive of the program.
2. A new revised web site was launched in May 2008 for the program. All college career centers in the state were informed about the launch of the web site by mail with promotional materials as well as people who have been involved with the program to date. For the 2008 year, the program has seen a 38% increase in monthly web visits.
3. In March 2008, a new Styleguide, flyer template, and fact sheet were created to promote and aid in the promotion of the Consider IowaSM program and activities.
4. A new quarterly electronic newsletter was created and issued in June 2008. This is emailed to all event attendees from past years, career centers across the state of Iowa, and people who have signed up to receive the newsletter on the web site, totaling more than 440 people.

5. Two postcard mailings were sent in the summer of 2008 to recent graduates from The University of Iowa, University of Northern Iowa and Kirkwood Community College, informing them of the Consider IowaSM program and resources.
6. A web banner ad campaign began in October that will run for six months advertising the Consider IowaSM program on popular state college sport team-related fan web sites for each of ISU, UNI, Drake and UI.
7. In November, 50 colleges across the state of Iowa received a small counter display with take-away brochure/cards with facts about Iowa and the Consider IowaSM program.

II. Collaborations on a number of key initiatives have built appreciation for Consider IowaSM.

- A.** The Iowa Association of Business & Industry and representatives from several educational institutions are represented on a task force charged with building an important new leadership program for college students. Based on ABI's Leadership Iowa, this innovative program (working title "Emerging Leadership Iowa") is drawing on extraordinary collaborative efforts to bring students into the inaugural class in 2009. The mission statement for this program is as follows: "To educate, inspire and develop young leaders as the foundation for Iowa's future economic growth and to encourage their on-going involvement in local communities and the state to create a better future for all Iowans."
- B.** Road Trips and Corridor Caravans have continued. This immersion program for UI students to step into Iowa businesses has garnered great participation and interest. Focus areas for the past year have been International Opportunities in the Corridor, Human Resources, Health Fields and Going Green.

III. Transitions

- A.** A much wider range/scope for marketing to college students in the state of Iowa has begun. Career centers in all community colleges, private colleges and Regents institutions are included in all publicity, reaching many more young people than originally planned.
- B.** In order to avoid redundancy with other state agencies, the job posting component has been dropped in favor of "LinkedIn Professionals", a social/professional networking opportunity.

IV. Next Steps

A. Project Network

During the spring of 2009, eleven events will be held across the state, bringing together young professionals and college students from their city or region. The key is the networking about careers and life styles that will occur during these varied events. Consider IowaSM is providing funding to launch these events.

- B. Continued Marketing** to both college students and Iowa employers