



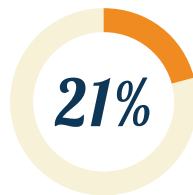
IOWA



36% OF ONLINE JOB ADS SEEK COLLEGE GRADUATES



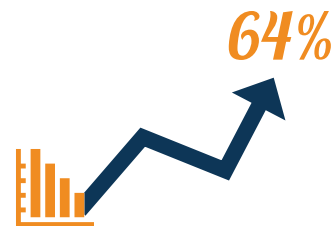
of online job ads are for managerial and professional office occupations



of online job ads are in the healthcare services sector



Fastest growing occupational cluster for college graduates: **managerial and professional office** (25% increase in employment between 2010 Q1 and 2013 Q2)



Fastest growing industry sector for college graduates: **financial services** (64% increase in employment between 2010 Q1 and 2013 Q2)

TOP OCCUPATIONAL GROUPS

Rank	Occupational Group
1	Software developers, applications
2	Computer occupations, all other
3	Registered nurses
4	Sales representatives, wholesale and manufacturing, except technical and scientific products
5	Accountants and auditors
6	Computer systems analysts
7	Medical and health services managers
8	Managers, all other
9	Sales managers
10	Human resources specialists

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

EMPLOYERS WITH LARGEST ONLINE RECRUITING PRESENCE

Rank	Employer	Job Ads
1	Rockwell Collins Inc.	240
2	Wells Fargo	139
3	Iowa State University	127
4	University of Iowa	126
5	Catholic Health Initiatives	123
6	Iowa Memorial Union	119
7	Principal Financial Group	94
8	Aegon Equity Group	87
9	HNI Corporation	84
10	Mercy Medical Center	82

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.

DISTRIBUTION OF ONLINE COLLEGE JOB ADS BY OCCUPATIONAL CLUSTER

Occupational cluster	BA+ job ads	Share of BA+ job ads (%)	All job ads	Share of all job ads (%)
Managerial and professional office	5,521	28	7,975	15
STEM	4,488	23	6,285	11
Sales and office support	2,936	15	12,439	23
Healthcare professional and technical	2,861	14	5,273	10
Community services and arts	1,378	7	2,506	5
Education	1,170	6	1,430	3
Blue-collar	767	4	11,706	21
Food and personal service	554	3	5,783	11
Social science	68	<1	70	<1
Healthcare support	55	<1	1,206	2
Grand total	19,798	100	54,673	100

Source: Georgetown University Center on Education and the Workforce analysis of Burning Glass job ads data, 2013 Q2.