



The Principal-UWM partnership is important to our company and me personally as an alumnus of UWM's School of Business. When Principal Financial (PF), began this relationship in 2015, our goal was to build a sustainable recruiting pipeline of diverse students with a particular interest in attracting African American talent. We are pleased that as of 2019, we had more than 25 UWM students intern with us. Our company converted five of the interns to full-time employees and we are steadily building momentum of engaging with African American students through our UWM partnerships.

In 2018, PF established a partnership with the African American Faculty & Staff Council (AAFSC) at UWM. The AAFSC through its affiliated networks has been instrumental in significantly expanding our outreach to African American students resulting in an increase of student awareness and attendance at Principal events. We accepted an invitation from AAFSC leaders to participate at the September 2019 Annual Welcome Reception for African diaspora faculty, staff and students. This was a wonderful chance for us to meet campus African diaspora and afterwards we hosted Principal Financial Night. Many African American students from the welcome reception attended PF Night to learn about internships and full-time opportunities with a Fortune 500 Company.

We are excited that our vision and greatest hopes are playing out right in front of us, and we could not be more proud. It has been a long journey, one that has led to strong partnerships with UWM entities like the AAFSC in creating real opportunities for talented UWM students!

Jerry Patterson, SVP – Retirement Income Solutions  
Principal Financial