



## August 2012 - 1st Destination Survey Results

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Career Development Center

### Overview

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The Career Development Center is charged with surveying each of the three graduating classes annually. This is the first graduating class surveyed using the new *1<sup>st</sup> Destination Survey (1DS)*. Not only was the name changed and the survey rebranded, but the questions were also changed to identify graduates' *primary plan* upon graduation. This will allow for better analysis of the data. Getting an adequate response rate continues to be a challenge. The response rate is so low that only a few majors were included in the salary analysis.

### Survey Administration

Three email surveys were sent using Emma Email Marketing. The first survey was sent using a list from the Registrar of students who had applied to graduation. The second and third surveys were sent using a list from the Registrar of students who actually graduated. All surveys were sent to the graduate's primary and secondary email addresses. In addition, the survey was open on the Career Development Center's website for a minimum of three months. An email was sent to faculty explaining the new 1DS and asking them to encourage graduating students to complete the survey.

In August 2013, the Career Development Center was charged with developing new procedures to administer the survey and develop the report in a timely manner using existing resources. The changes affect the August 2012 report and all subsequent reports. The changes include:

1. Only data from the *1DS* will be used for reporting employment and graduate/professional school outcomes.
2. Survey results will no longer be entered into Lightning JobSource, but will reside in each survey's Excel spreadsheet.
3. A report will be produced for each graduating class instead of waiting until the end of the year to do all three together.
4. Analysis of the data will be based on students' self-reporting of data and not verified in Banner (i.e. verifying graduation date and correct listing of major).

### Response Rate

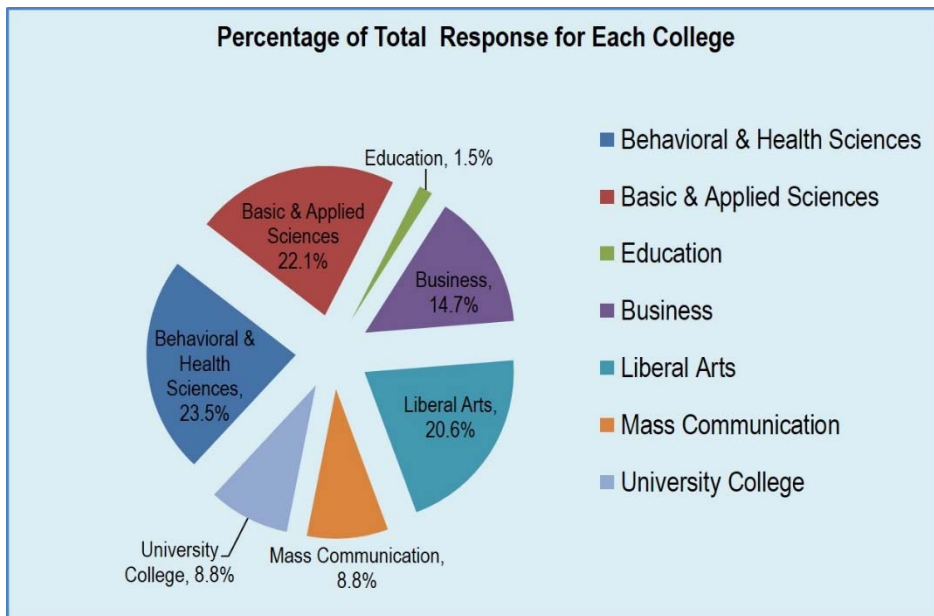
A total of 108 majors responded to the survey (baccalaureate and graduate). Sixty-eight (68) out of 686 bachelor degree majors responded and 40 of the 255 graduate degree majors responded. Combined, this represents an 11.5% response rate. (Note: this is a count of majors; actual number of students is slightly less due to some students having dual majors).

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	68	686	9.9%
Majors - Graduate	40	255	15.7%
All	108	941	11.5%

The rest of this report provides the results broken out by bachelor degrees then by graduate degrees.

## Bachelor Majors Results

The chart below represents the percentage of the total bachelor major responses coming from each college.



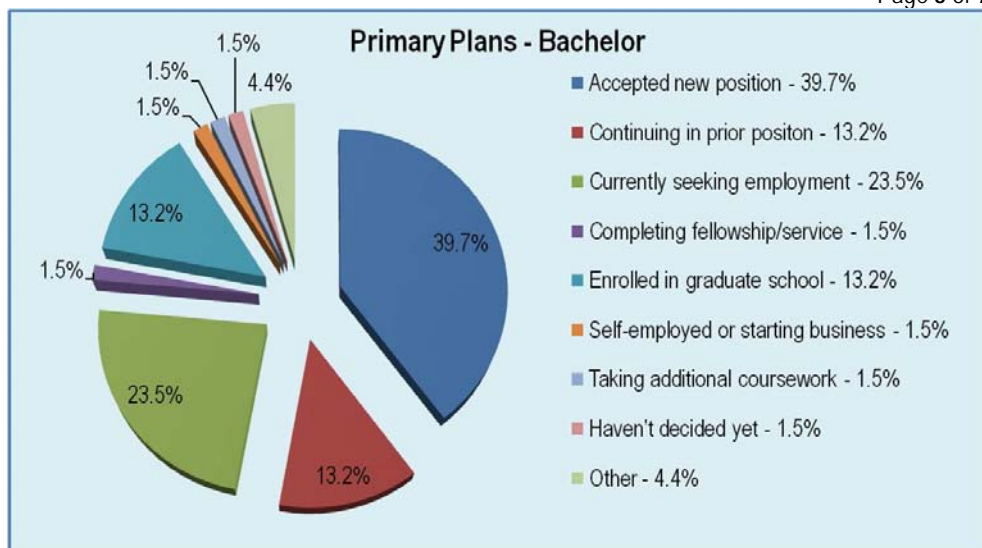
The chart below represents the response rate by college based upon the number of bachelor majors awarded by each college.

College	1DS Responses	Aug. 2012 Bachelors	Response Rate
Basic and Applied Science	15	108	13.9%
Behavioral and Health Sciences	16	194	8.2%
Business	10	117	8.5%
Education	1	2	50.0%
Liberal Arts	14	103	13.6%
Mass Communication	6	76	7.9%
University College	6	86	7.0%
<b>Total Bachelor Responses</b>	<b>68</b>	<b>686</b>	<b>9.9%</b>

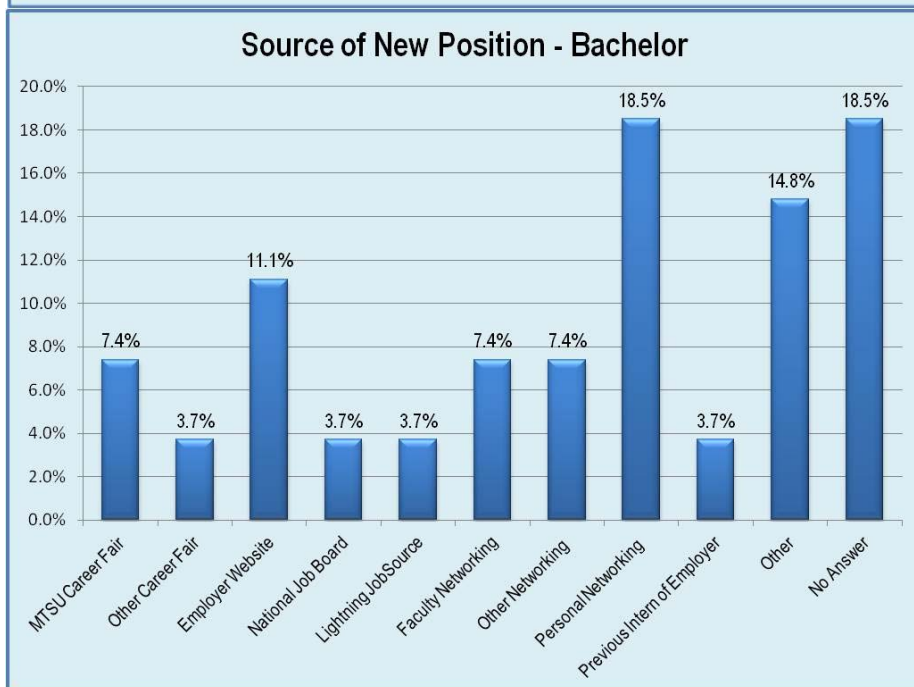
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

Only 23.5% were still seeking employment by the conclusion of the three month survey period. Another 1.5% had yet to decide on a plan; and 4.4% selected the Other category.

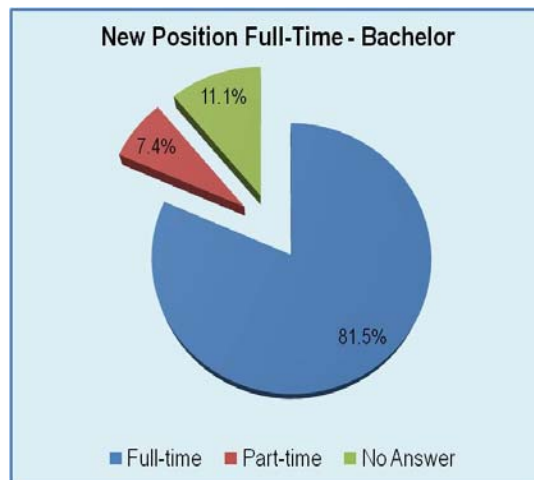
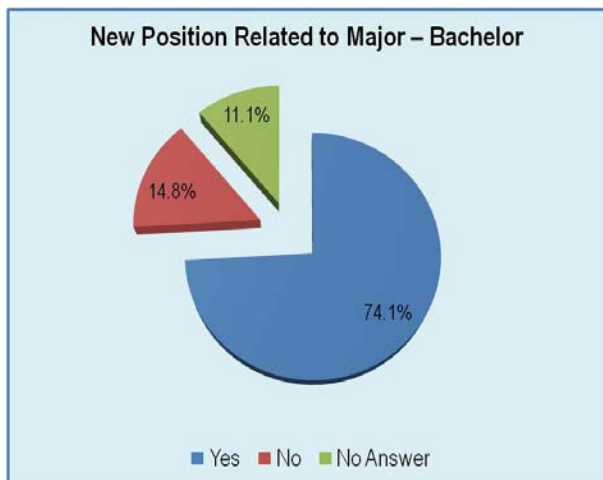
The remaining 70.6% of the graduating class had plans implemented.



The chart to the right illustrates how bachelor recipients reporting a new position secured that position. Aside from No Response, the top three sources are Personal Networking, Employer Website, and MTSU Career Fair.



The charts below show that 74.1% indicated their new position was related to their major and 81.5% of the positions were full-time.



### Employers for New Employment

Of the 22 reporting a Full-Time New Position as their primary plan, 21 listed the name of their employer:

- Advance Title Company
- Building and Earth
- Caterpillar Financial Services
- CCA
- Deloitte
- Department of Children Services State of TN
- First Choice Farm & Lawn, Inc.
- Healthways (2)
- Humana
- Interac
- J. Barnes and Company
- Jacobs Cohen & Associates
- Rutherford County
- Rutherford County Schools
- Tennessee Commercial Warehouse
- VA Medical Center, Tennessee Valley Healthcare System
- Vanderbilt University
- Victory University
- Wal-Mart
- Wilson Air

### Location of New Employment

Of the 22 reporting a Full-Time New Position as their primary plan, all 22 listed the location of their employment:

- Dyersburg, TN
- Franklin, TN (2)
- Goodlettsville TN
- Japan
- Lancaster, SC
- Louisville, KY (2)
- Memphis, TN (2)
- Murfreesboro, TN (3)
- Nashville, TN (8)
- Smyrna TN

### Salary Averages of Full-Time New Employment

Of the 22 reporting a Full-Time New Position as their primary plan, 18 reported their salary.

- Range: \$22,880 to \$60,000
- Midpoint: \$34,500
- Average: \$37,075

### Salary Breakdown by Major

Of the 22 reporting a Full-Time New Position as a primary plan, 18 reported their salary. The following is a breakdown by major and college for majors with 2 or more salaries reported:

Major: Concentration	College	Responses	Mode	Minimum	Midpoint	Maximum	Average
Accounting	JCB	2	-	\$31,200	-	\$50,000	\$40,600
Computer Information Systems	JCB	2	-	\$45,000	-	\$58,700	\$51,850
Organizational Communication	LA	2	-	\$22,880	-	\$42,000	\$32,440

### Graduate and Professional School

Nine (9) graduates or 13.2% listed Graduate or Professional Schools as their primary plan. Seven (7) listed their graduate school and program.

- East Tennessee State University, M.S.
- Life University, Doctor of Chiropractic Program, D.C.

- Middle Tennessee State University, Education, M.Ed.
- Middle Tennessee State University, MSPS with concentration in actuarial science, M.S. (2)
- Middle Tennessee State University, MSN Nursing
- Middle Tennessee State University, History, M.A.

### Graduate Major Results

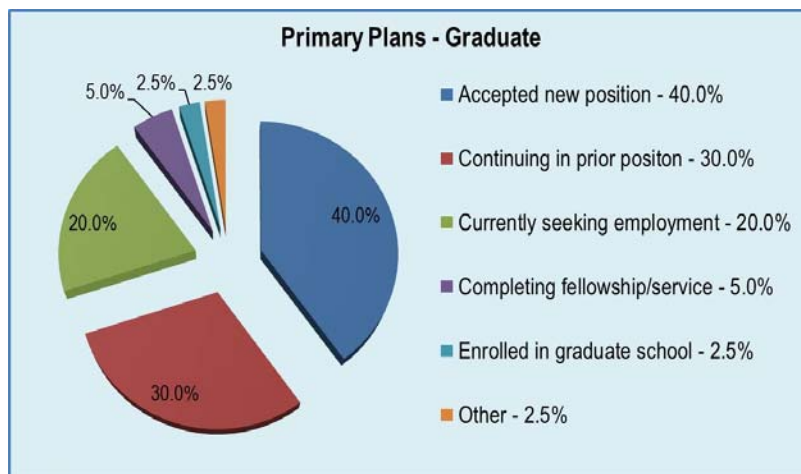
A total of 40 graduate degree majors responded to the survey out of 255 majors for an overall response rate of 15.7%.

College	1DS Responses	Aug. 2012 Grad. Degrees	Response Rate
Basic and Applied Science	11	34	32.4%
Behavioral and Health Sciences	8	42	19.0%
Business	14	71	19.7%
Education	3	77	3.9%
Liberal Arts	2	18	11.1%
Mass Communication	0	3	0.0%
University College	2	10	20.0%
<b>Total Graduate Responses</b>	<b>40</b>	<b>255</b>	<b>15.7%</b>

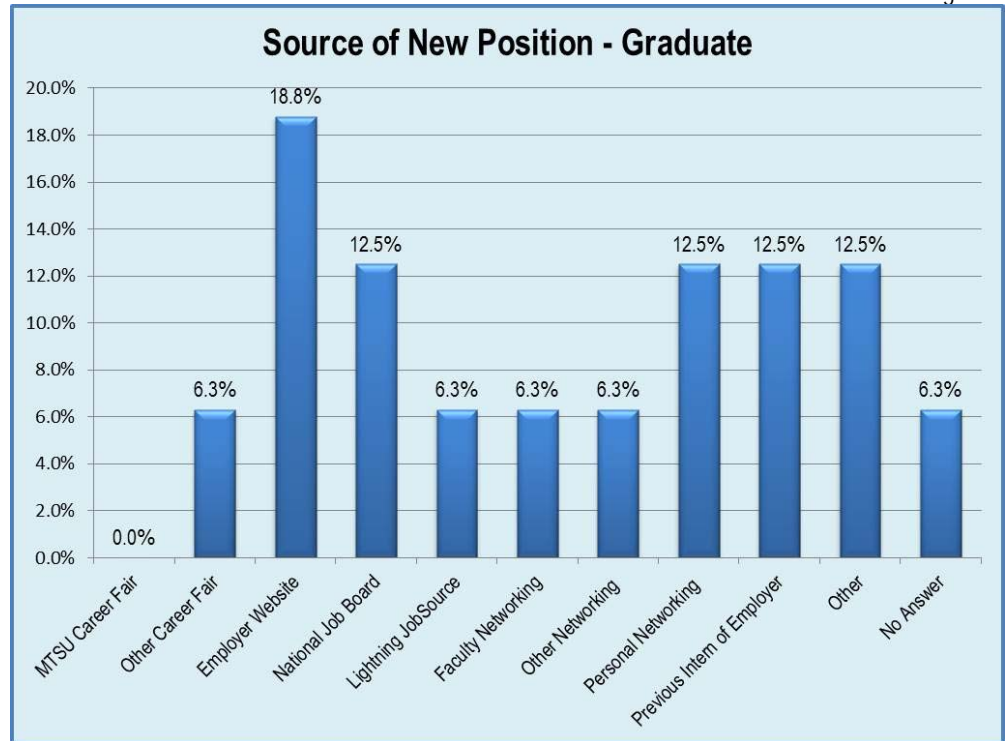
This chart represents the primary plans for the upcoming year for graduate degree recipients.

Only 20.0% were still seeking employment by the conclusion of the three month survey period. Other Category was selected by 2.5%.

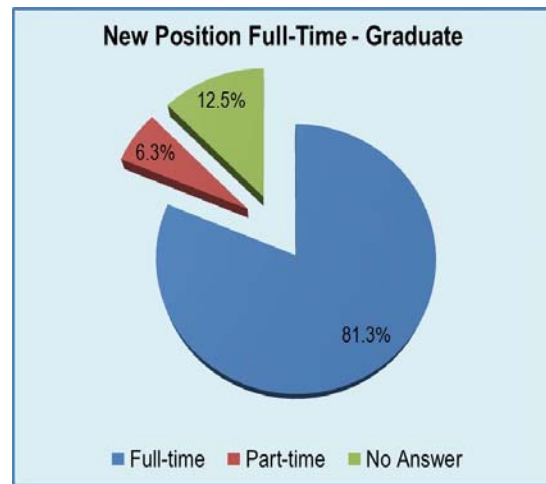
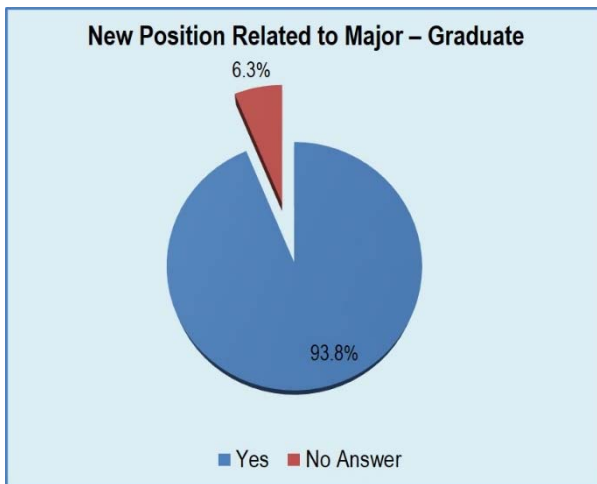
The remaining 77.5% of graduate degree recipients had plans implemented.



The chart to the right illustrates how the new positions were obtained.



The charts below show that 93.8% indicated their new position was related to their major and 81.3% of the positions were full-time.



### Employers

Of the 13 reporting a Full-Time New Position as their primary plan, 12 listed the name of their employer:

- Emdeon
- Emory University
- GISbiz, Inc.
- Healthways
- Humana
- Jacobs Cohen & Associates
- Marion County Department of Education - Monteagle Elementary
- MidSouth Medical and Mobility
- North American Airlines
- Rutherford County Schools
- Video Gaming Technologies
- Wiley

### **Location**

Of the 13 reporting a Full-Time New Position as their primary plan, 12 listed the location of their employment:

- Atlanta, GA
- Franklin, TN
- Louisville, KY
- Marshall, TX
- Memphis, TN
- Monteagle, TN
- Nashville, TN (4)
- Peachtree City, GA
- Smyrna, TN

### **Salary Averages**

Of the 13 reporting a Full-Time New Position as a primary plan, 9 reported their salary.

- Range: \$28,500 to \$60,000
- Midpoint: \$45,000
- Average: \$44,655

There were no majors with more than one salary offer reported so an analysis could not be done on salary averages by major.