



## December 2012 - 1st Destination Survey Results

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### Overview

The Career Development Center is charged with surveying each of the three graduating classes annually. This is the second 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 in December 2012 explaining the new 1DS and asking them to encourage August and December 2012 graduates 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

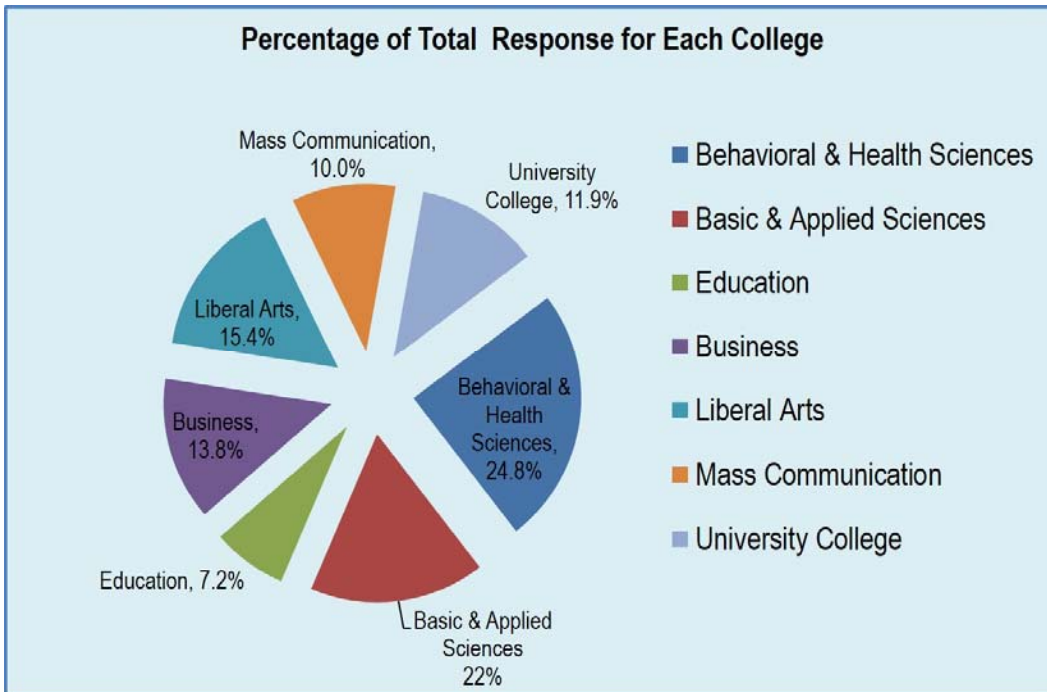
A total of 373 majors responded to the survey (baccalaureate and graduate). Three hundred nineteen (319) out of 1,515 bachelor degree majors responded and 54 of the 280 graduate degree majors responded. Combined, this represents a 20.8% response rate. (Note: this is a count of majors; actual number of students is slightly less due to some students having dual majors).

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	319	1,515	21.1%
Majors - Graduate	54	280	19.3%
All	373	1,795	20.8%

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

## Bachelor Major Results

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



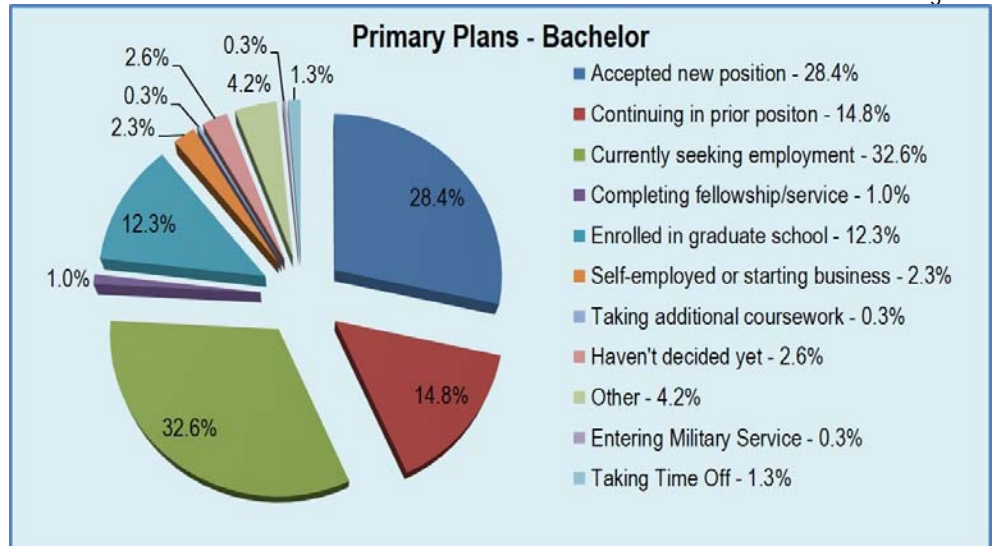
The chart below represents the response rate by college based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Dec. 2012 Bachelor Majors	Response Rate
Basic and Applied Science	54	218	24.8%
Behavioral and Health Sciences	79	374	21.1%
Business	44	209	21.1%
Education	23	120	19.2%
Liberal Arts	49	238	20.6%
Mass Communication	32	204	15.7%
University College	38	152	25.0%
<b>Total Bachelor Degrees/Majors</b>	<b>319</b>	<b>1,515</b>	<b>21.1%</b>

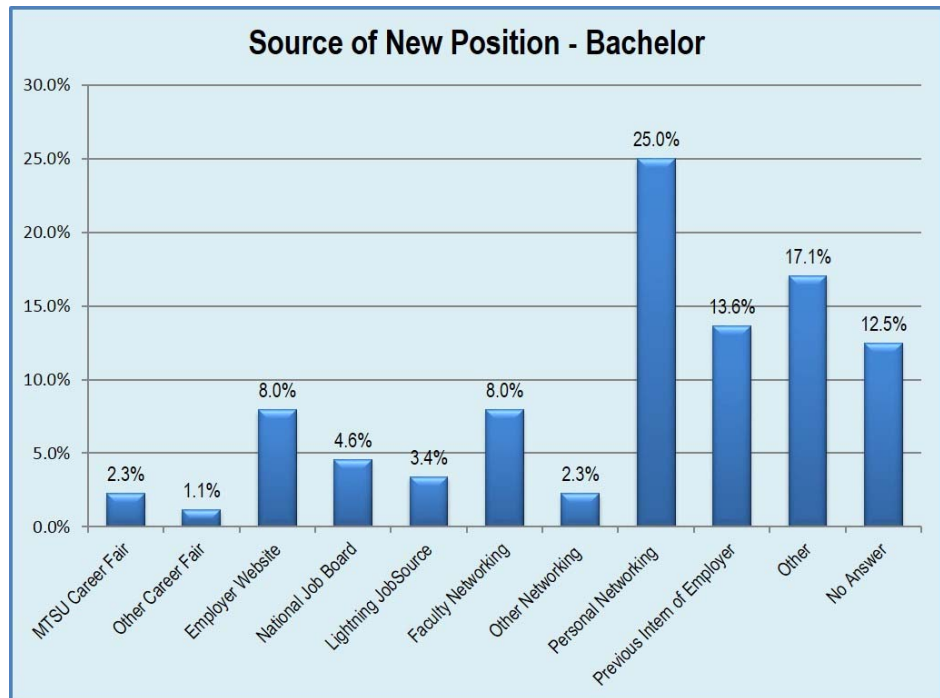
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the three month period, 32.6% were still seeking employment. Another 2.6% had yet to decide on a plan; and 4.2% selected the Other category.

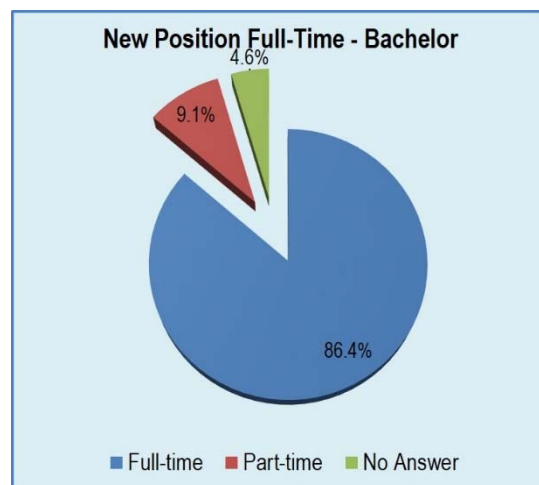
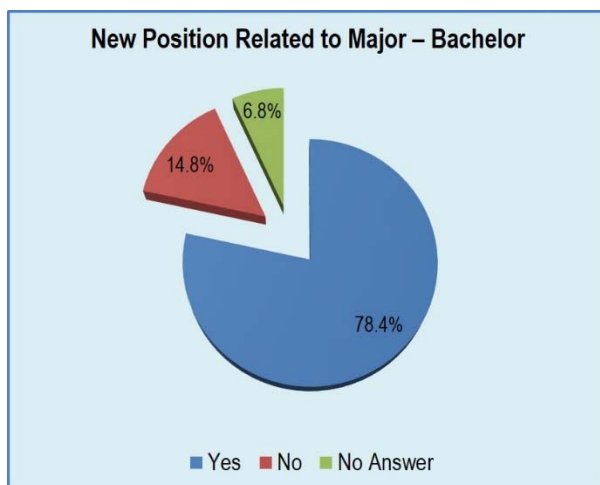
The remaining 60.6% of the graduating class had plans implemented.



The chart to the right illustrates how bachelor recipients reporting a new position secured that position. The top three sources are Personal Networking, Other & Previous Intern of Employer.



The charts below show that 78.4% indicated their new position was related to their major and 86.4% of the positions were full-time.



## Employers for New Employment

Of the 76 reporting a Full-Time New Position as their primary plan, 66 listed the name of their employer:

- ABF Freight Systems
- Adams Place
- American Society of Composers, Authors and Publishers
- Ascension Health
- Asurion
- Battle Ground Academy
- Bedford County Schools (2)
- Broadcast Music Inc.
- Boones Creek Animal Hospital
- Broussard & Associates
- Capital Quest
- Caterpillar Financial
- Celina Health and Rehabilitation
- Chen Medical
- City of McAllen
- City of Murfreesboro
- Coffee County Schools
- Colbert Manufacturing Company, Inc.
- Cummins
- Cybera
- DeKalb Community Hospital
- Dialysis Clinics Incorporated
- Diocese of Nashville, St. Rose Catholic School
- Double Diamond Marketing & Communications
- Effingham County Schools
- Emdeon
- Faulkner, Mackie, & Cochran
- Grant & Co.
- Hamilton Machine Company
- Hardin Medical Center
- Horizon Medical Center
- Hospital Corporation of America (2)
- Inside Track
- International Paper
- J.B. Hunt
- Lattimore Black Morgan and Cain
- Mastran Music Group
- Maury Regional Medical Center
- Metro-Nashville Public Schools (3)
- Music City Center
- My Global Freight Solutions
- Nashville CARES
- Onin Group
- Orlando Shakespeare Theatre
- Passport Health Communication
- Perimeter Church
- Permobil, Inc.
- Rutherford County Schools (2)
- Service Source International, Inc. (2)
- State Farm
- Sumner County Schools
- Tennessee Rehabilitation Center
- Thompson Machinery
- VanDalsem Custom Trim
- Vanderbilt Medical Center
- Vanderbilt University (2)
- Verizon
- VitalChek
- Young Women's Christian Association

## Location of New Employment

Of the 76 reporting a Full-Time New Position as their primary plan, 66 listed the location of their employment:

- Antioch, TN (2)
- Brentwood, TN (2)
- Celina, TN
- Chicago, IL
- Clarksville, TN
- Cleveland, TN
- Columbus, TN
- Dallas-Fort Worth, TX
- Dickson, TN
- Franklin, TN (3)
- Johns Creek, GA
- Johnson City, TN
- Knoxville, TN (3)
- La Vergne, TN (3)
- Lebanon, TN
- Manchester, TN
- McAllen, TX
- Memphis, TN
- Murfreesboro, TN (8)
- Nashville, TN (22)
- Orlando, FL

- Savannah, TN
- Shelbyville, TN (2)
- Smithville, TN
- Smyrna, TN (3)
- Springfield, GA
- Westmoreland, TN

### Salary Averages of New Employment

Of the 76 reporting a Full-Time New Position as a primary plan, 64 reported their salary.

- Range: \$24,000 to \$70,000
- Midpoint: \$35,000
- Average: \$38,600
- Mode: \$50,000

### Salary Breakdown by Major

Of the 76 reporting a Full-Time New Position as a primary plan, 64 reported their salary. The following is a breakdown by major and college for majors with 2 or more salaries reported:

Major: Concentration	College	Number	Mode	Minimum	Midpoint	Maximum	Average
Accounting	JCB	2	-	\$47,000	-	\$51,000	\$49,000
Aerospace Administration	BAS	2	-	\$27,000	-	\$28,000	\$27,500
Computer Information Systems	JCB	2	-	\$38,000	-	\$50,000	\$44,000
Computer Science	BAS	2	-	\$45,000	-	\$62,500	\$53,750
Finance	JCB	2	-	\$45,000	-	\$52,000	\$48,500
Interdisciplinary Studies	EDU	2	-	\$32,000	-	\$37,000	\$34,500
Liberal Studies	UC	3	-	\$35,000	\$50,000	\$62,000	\$49,000
Marketing	JCB	3	-	\$24,000	\$27,000	\$35,000	\$29,000
Mathematics	BAS	4	-	\$34,000	\$34,750	\$39,500	\$35,750
Nursing	BHS	9	-	\$35,000	\$41,600	\$70,000	\$45,500
Psychology	BHS	2	-	\$24,000	-	\$34,500	\$29,250
Recording Industry: Music Business	MC	3	\$30,000	\$24,000	-	\$30,000	\$28,000

### Graduate and Professional School

30 graduates or 9.7% listed Graduate or Professional Schools as their primary plan. The following graduate and professional schools were reported:

- Belmont Law School
- East Tennessee State University
- Gonzaga School of Law
- Middle Tennessee State University (6)
- Middle Tennessee State University - Administration and Supervision, Higher Education
- Middle Tennessee State University - Experimental Psychology
- Middle Tennessee State University - Foreign Language
- Middle Tennessee State University - I/O Psychology
- Middle Tennessee State University - Masters of Accountancy (2)
- Middle Tennessee State University - Public History
- Middle Tennessee State University - RODP Nursing
- Southern College of Optometry
- Tennessee State University - FNP
- Tennessee State University - Masters of Occupational Therapy

- Tennessee State University - School Counseling
- The Boston Conservatory
- The Chicago School of Professional Psychology
- The Richard Stockton College of New Jersey - Holocaust Studies
- University of Memphis
- University of Michigan School of Social Work
- University of Tennessee at Chattanooga - Physical Therapy
- University of Tennessee College of Social Work
- Vanderbilt University - Psychiatric/Mental Health Nurse Practitioner
- Windsor University School of Medicine

### Graduate Degree Results

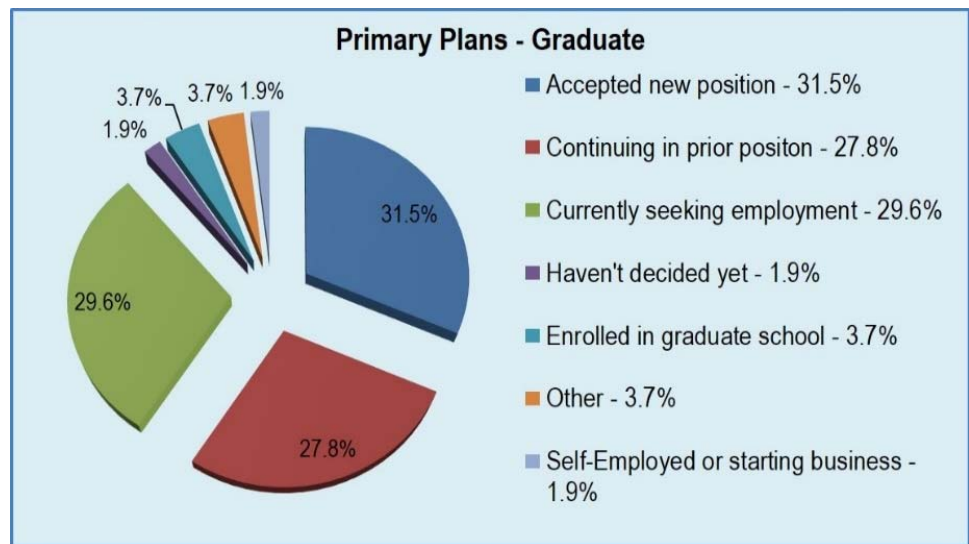
A total of 54 graduate degree majors responded to the survey out of 280 majors for an overall response rate of 19.3%.

College	1DS Responses	Dec. 2012 Grad. Degrees	Response Rate
Basic and Applied Science	10	24	41.7%
Behavioral and Health Sciences	11	23	47.8%
Business	14	87	16.1%
Education	15	105	14.3%
Liberal Arts	3	19	15.8%
Mass Communication	0	5	0.0%
University College	1	17	5.9%
<b>Total Graduate Degrees</b>	<b>54</b>	<b>280</b>	<b>19.3%</b>

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

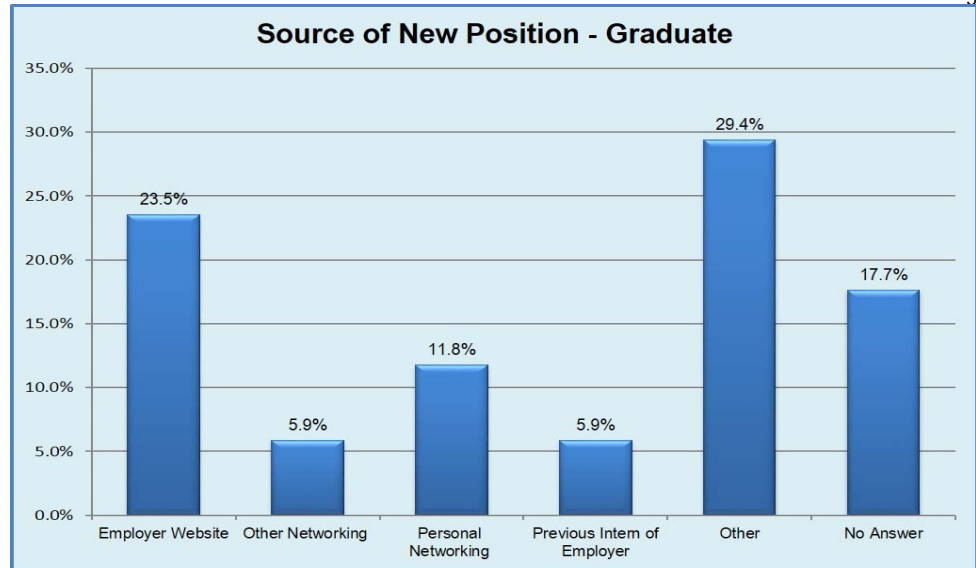
At the conclusion of the three month survey period, 29.6% were seeking employment. Only 1.9% Hadn't Decided Yet, and the Other Category was selected by 3.7%.

The remaining 64.8% of graduate degree recipients had plans implemented.

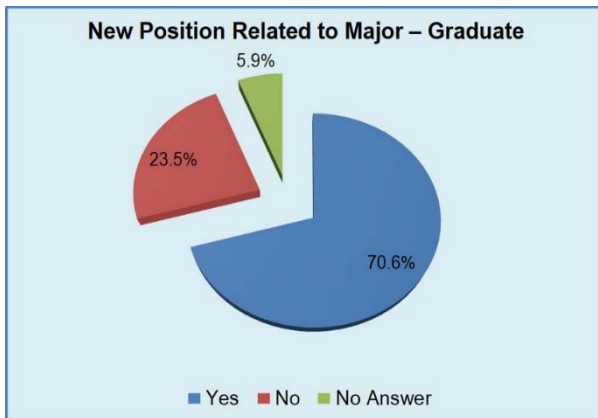




The chart to the right illustrates how the new positions were obtained.



The charts below show that 70.6% indicated their new position was related to their major and 94.1% of the positions were full-time.



### Employers

Of the 16 reporting a Full-Time New Position as their primary plan, 14 listed the name of their employer:

- Ambition, LLC
- CarWoo.com
- Hospital Corporation of America
- International Paper
- Lattimore, Black, Morgan & Cain
- Metro-Nashville Public Schools (2)
- Rutherford County Schools (2)
- Tennessee Virtual Academy
- Vanderbilt University (2)
- Victory Solutions
- VitalChek

### Location

Of the 16 reporting a Full-Time New Position as their primary plan, 12 listed the location of their employment:

- Antioch, TN
- Brentwood, TN (3)
- Chattanooga, TN
- Cleveland, TN
- Nashville, TN (3)
- San Francisco, CA
- Smyrna (2), TN

### Salary Averages

Of the 16 reporting a Full-Time New Position as a primary plan, 12 reported their salary.

- Range: \$38,500 to \$100,000
- Midpoint: \$50,000
- Average: \$54,880
- Mode: \$50,000

### Salary Breakdown by Major

Of the 16 reporting a Full-Time New Position as a primary plan, 12 reported their salary. The following is a breakdown by major and college:

Major: Concentration	College	Number	Mode	Minimum	Midpoint	Maximum	Average
Administration & Supervision: Educational Leadership	EDU	2	-	\$41,000	-	\$42,000	\$41,500
Computer Science	BAS	2	-	\$60,000	-	\$100,000	\$80,000