



## August 2013 - 1st Destination Survey Results

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### Overview

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The Career Development Center is charged with surveying each of the three graduating classes annually.

The August 2013 Survey represents the beginning of the second year using the new *1st Destination Survey (1DS)* format. The greatest challenge continues to be the low response rate to the survey at an overall rate of 13.9%. 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 to the list of students who had applied for graduation with the Registrar's Office. The second and third surveys were sent to students on the Registrar's official list of August graduates. Surveys were sent to the graduate's primary and secondary email addresses. The survey was listed on the *1DS* website for three months.

Please note the following when using this data:

1. Respondents to the first survey who do not graduate are not removed from the results.
2. Students self-report their degree and major. Therefore, results may not match Banner.
3. Students completing the survey more than once in the 3-month survey period are counted only once using their most recent time-stamped entry on the survey.
4. If a student has more than one major, their results are counted for each major, not once. Thus, the response rate is based on number of majors, not number of students.

### Response Rate

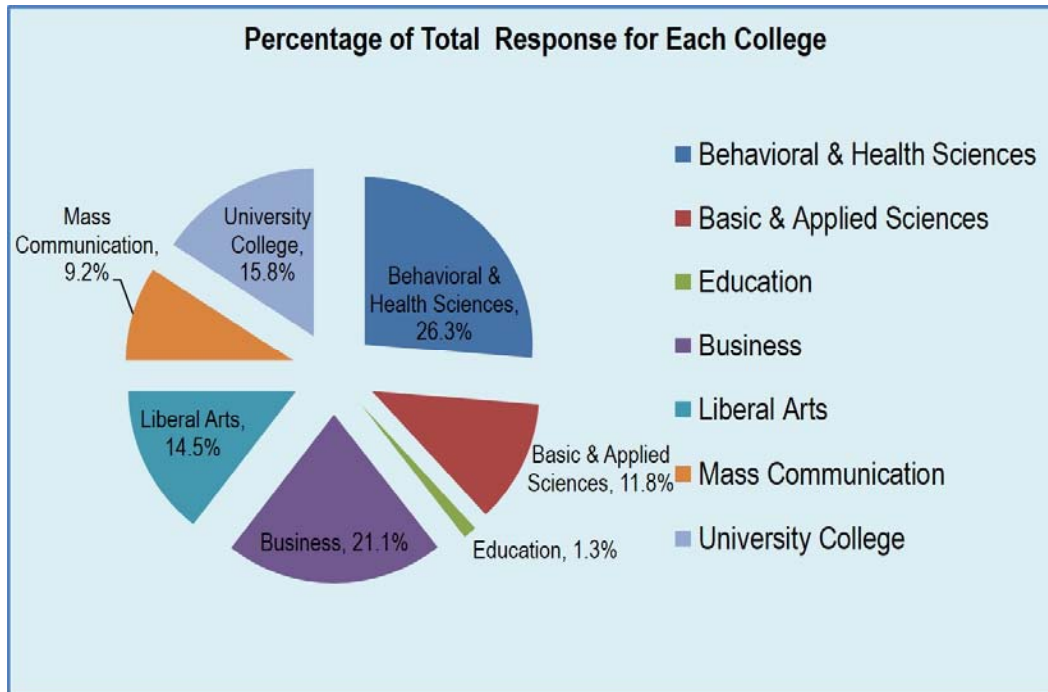
A total of 115 majors responded to the survey (baccalaureate and graduate). Seventy-six (76) out of 625 bachelor degree majors responded and 39 of the 203 graduate degree majors responded. Combined, this represents a 13.9% response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	76	625	12.2%
Majors - Graduate	39	203	19.2%
All	115	828	13.9%

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.



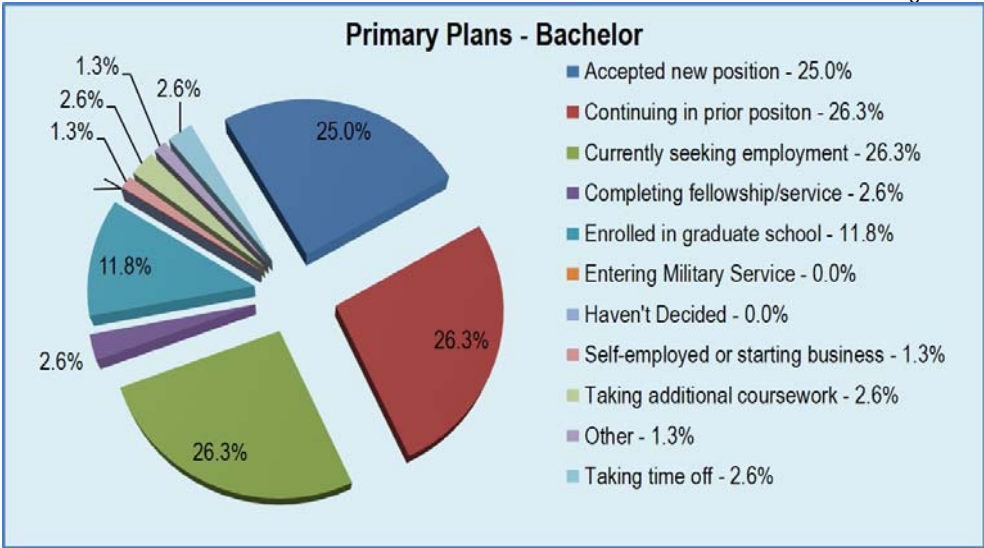
The chart below represents the response rate by college based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Majors Graduated	Response Rate
Basic and Applied Science	9	89	10.1%
Behavioral and Health Sciences	20	180	11.1%
Business	16	105	15.2%
Education	1	3	33.3%
Liberal Arts	11	93	11.8%
Mass Communication	7	66	10.6%
University College	12	89	13.5%
<b>Total Bachelor Degrees/Majors</b>	<b>76</b>	<b>625</b>	<b>12.2%</b>

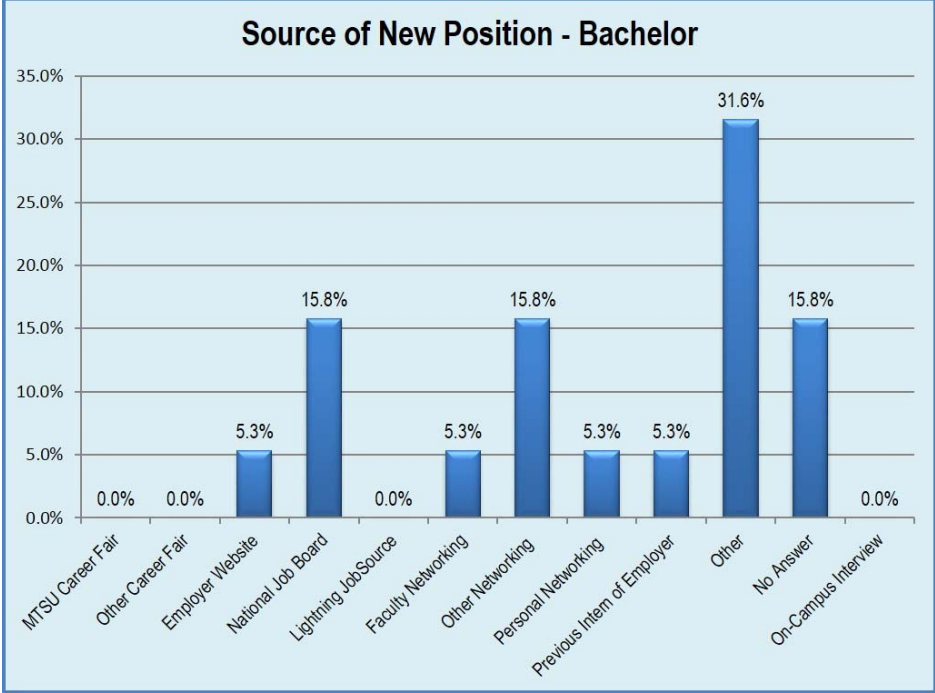
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the survey period, 26.3% were still seeking employment, no one indicated they had yet to decide on a plan, and 1.3% selected the Other category.

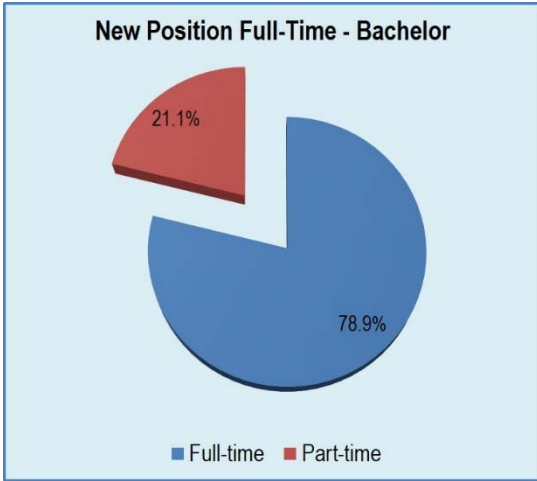
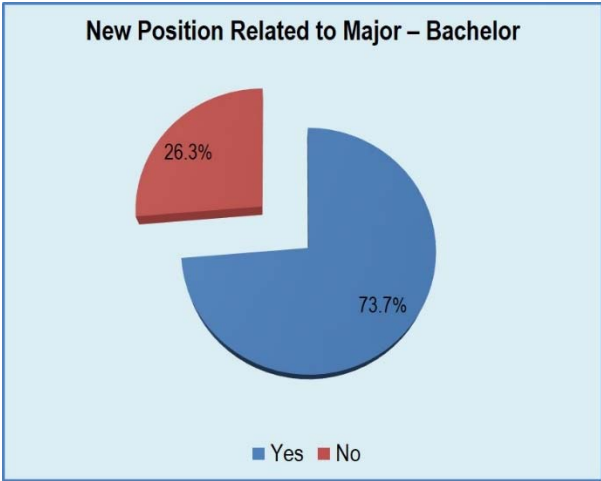
The remaining 72.2% of the graduating class had plans implemented (Does not equal 100% due to rounding).



The chart to the right illustrates how bachelor recipients reporting a new position secured that position. The top four sources are Other at 31%, followed by a three-way tie at 15.8% for National Job Board, Other Networking, and No Answer. The survey does not capture feedback on the "other" sources. A question for this will be included in the May 2014 survey.



The charts below show that 73.7% indicated their new position was related to their major and 78.9% of the positions were full-time.



### Employers for New Employment

Of the 15 reporting a Full-Time New Position as their primary plan, 12 listed the name of their employer:

Employer	Major	Number
Air Products	Marketing	1
Decision Source, LLC	Computer Science	1
Flood Bumstead McCready & McCarthy	Recording Industry	1
Lam-Andrews Advertising and Public Relations	Mass Communication	1
Propeller Entertainment Consulting	Communication Studies	1
Tom Lange Co.	Marketing	1
Tractor Supply Company Corporate Headquarters	Art	1
Tyler Perry Studios	Recording Industry: Audio Production	1
Verizon Wireless	Marketing	1
Waste Management	English	1
Winnett Associates	Accounting	1
Wyndham Worldwide	Organizational Communication	1
<b>Total New Employment Acceptances</b>		<b>12</b>

### Location of New Employment

Of the 15 reporting a Full-Time New Position as their primary plan, 13 listed the location of their employment:

- Atlanta, GA
- Brentwood, TN (2)
- Franklin, TN (3)
- Murfreesboro, TN
- Nashville, TN (4)
- Shelbyville, TN
- South Korea

### Salary Averages of New Employment

Of the 15 reporting a Full-Time New Position as a primary plan, 12 reported their salary.

- Range: \$23,000 to \$50,000
- Midpoint: \$32,000
- Average: \$34,490
- Mode: \$24,960

### Salary Breakdown by Major

Of the 15 reporting a Full-Time New Position as a primary plan, 12 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
English	LA	2	-	\$24,960	-	\$30,000	\$27,480
Marketing	BUS	3	-	\$27,000	\$34,000	\$45,000	\$35,330

### Graduate and Professional School

Nine (9) graduates or 11.8% listed Graduate or Professional Schools as their primary plan. The following graduate and professional schools were reported:

Undergraduate Major	Graduate or Professional School/Program	Degree Type	Status
Nutrition and Food Science	Alabama A&M University	Food Science	Full-time
Nutrition and Food Science	Middle Tennessee State University	M.S.	Full-time
Engineering Technology	Middle Tennessee State University: Engineering Management	M.S.P.S.	Full-time
Psychology	Middle Tennessee State University: Professional Counseling	M.ed	Full-time
Animal Science	Ross University: School of Veterinary Medicine	D.V.M.	Full-time
Psychology	Tennessee State University	MSW	Full-time
English	University of Alabama	M.A.	Full-time
Exercise Science	University of Tennessee: Physical Therapy	D.P.T.	Full-time
Liberal Studies	Vanderbilt	M.T.S	Full-time

### Graduate Degree Results

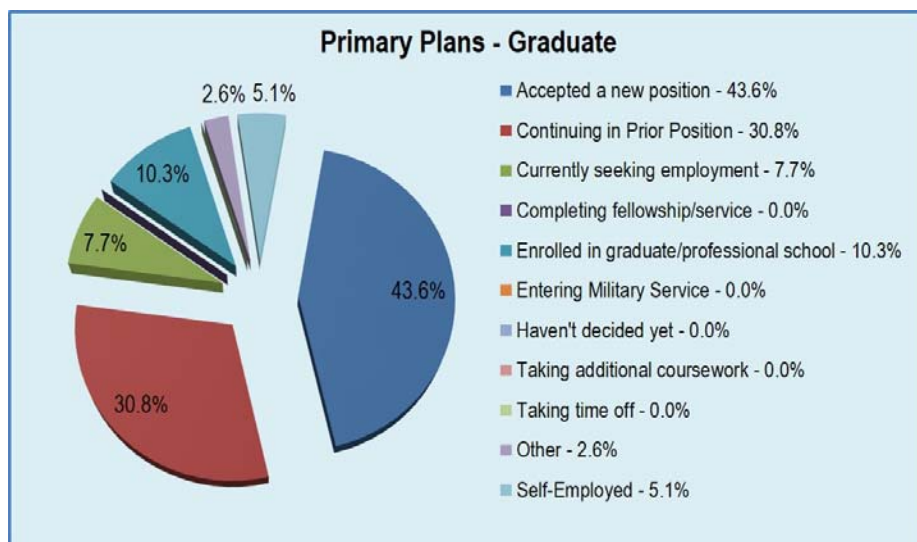
A total of 39 graduate degree majors responded to the survey out of 203 majors for an overall response rate of 19.2%.

College	1DS Responses	Grad. Majors Graduated	Response Rate
Basic and Applied Science	10	27	37.0%
Behavioral and Health Sciences	8	37	21.6%
Business	9	58	15.5%
Education	7	44	15.9%
Liberal Arts	3	13	23.1%
Mass Communication	1	4	25.0%
University College	1	20	5.0%
<b>Total Graduate Degrees</b>	<b>39</b>	<b>203</b>	<b>19.2%</b>

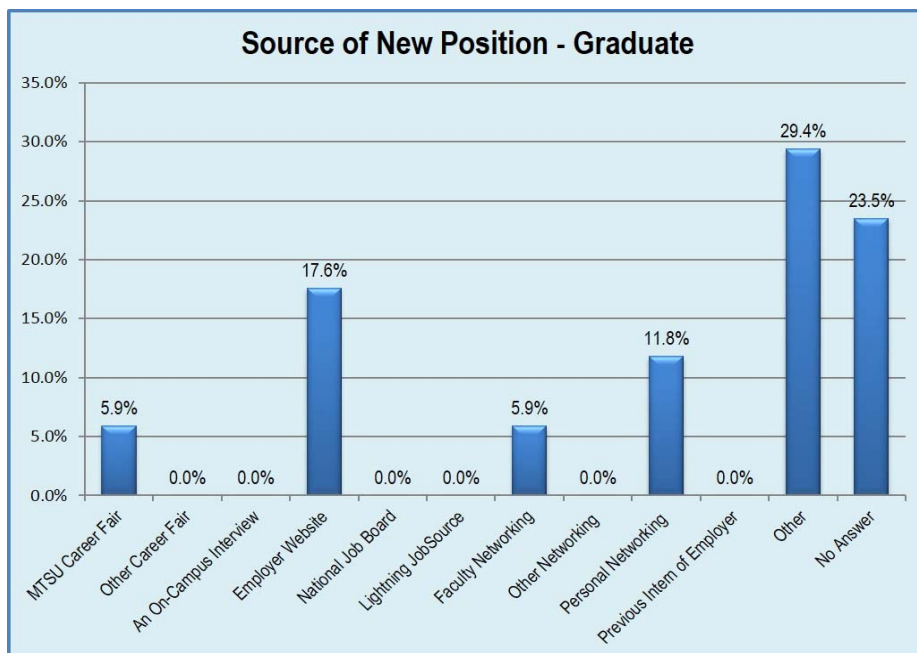
This chart represents the primary plans for the upcoming year for graduate degree recipients.

At the conclusion of the survey period, 7.7% were seeking employment. no one indicated they had yet to decide on a plan, and the Other Category was selected by 2.6%

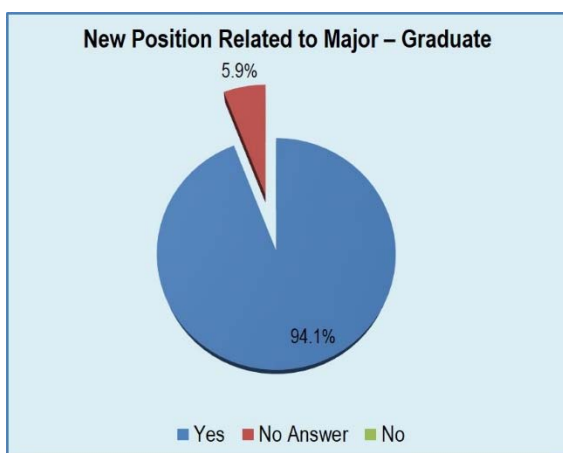
The remaining 89.8% of graduate degree recipients had plans implemented (Does not equal 100% due to rounding).



The chart to the right illustrates how the new positions were obtained. The "Other" category was selected by 29.4%. The survey does not capture feedback on the "other" sources. A question for this will be included in the May 2014 survey.



The charts below show that 94.1% 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, all listed the name of their employer:

Employment	Major	Number
Coffee County Schools	Business Education	1
CTB McGraw-Hill	Mathematics and Science Education	1
Ernst & Young	Accounting	1
Healthstream	Business Administration	1
Kraft CPAs, PLLC	Accounting	1
Marshall County High School	Education	1
Metro-Nashville Public Schools	Chemistry	1
Middle Tennessee State University	English	1
Sapling Learning	Economics	1
Skidmore College	Economics	1
Technology Services Group, Inc.	Recording Arts and Technology	1
Tennessee Bureau of Investigation	Industrial/Organizational Psychology	1

Employment	Major	Number
Tennessee Tech University	English	1
Tennessee Wesleyan College	Economics	1
Terrell Clinic	Nursing: Practitioner	1
Walmart, Corporate Office	Industrial/Organizational Psychology	1
<b>Total New Position Acceptances</b>		<b>16</b>

### Location

Of the 16 reporting a Full-Time New Position as their primary plan, 11 listed the location of their employment:

- Athens, TN
- Austin, TX
- Cookeville, TN
- Lewisburg, TN
- Manchester, TN
- Martin, TN
- Murfreesboro, TN
- Nashville, TN (6)
- Rogers, AR
- Saratoga Springs, NY
- Wheeling, WV

### Salary Averages

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

- Range: \$30,000 - \$86,000
- Midpoint: \$49,500
- Average: \$52,100
- Mode: N/A

### 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 for majors with 2 or more salaries reported:

Major: Concentration	College	Number	Mode	Minimum	Midpoint	Maximum	Average
Accounting	BUS	2	-	\$50,000	-	\$51,000	\$50,500
Industrial/Organizational Psychology	BHS	2	-	\$45,500	-	\$68,000	\$56,750

### Graduate and Professional School

Four (4) graduate students or 10.3% listed Graduate or Professional Schools as their primary plan. All reported their acceptances:

Graduate Major	Graduate or Professional School/Program	Number
Quantitative Psychology	Middle Tennessee State University, Ph.D. in Literacy	1
Professional Science	North Carolina State University	1
Experimental Psychology	Texas A&M Health Science Center, Environmental and Occupational Health	1
Chemistry	University of Notre Dame	1
<b>Total GPS Acceptances</b>		<b>4</b>