NACE First Destinations Report: Class of 2014

APLU CIMA COMMISSION
NIAGARA FALLS, ON - JULY 13, 2015
Background/History

- July, 2012 – NACE Position Statement on First Destination Surveys
- 2012-2013 – Task Force crafts First Destination Standards and Protocols
- July, 2014 – December 31, 2014 – Early adopter schools implement the NACE Standards
- January, 2015 – March, 2015 – Early adopter schools report First Destination outcome results to NACE
- June, 2015 – NACE releases First Destination results for the Class of 2014
Why Develop Standards

- NACE history of market research for new college graduates
- Membership desire to produce legitimate benchmarks
- Government Pressure
  - 2008 Reauthorization of the Higher Education Act
  - State Initiatives (Virginia, North Carolina, Texas, etc.)
  - White House Scorecard
  - Wyden-Rubio: “Right to Know before You Go”
Data Collection: Key Concepts

- Data Collection Time Period
- Sources for Outcomes Data
- Data Elements
Post-Graduation Outcomes

1. Employment
   a) Employment in a traditional setting
   b) Entrepreneurship
   c) Temporary/Contract Work
   d) Freelancing
   e) Post-Graduate Fellowship/Internship

2. Service
   a) Service
   b) Military

3. Continuing Education

4. Still Seeking an Outcome
   a) Employment
   b) Continuing Education

5. Not Seeking an Outcome

6. Starting Salary for those in Full-time Employment
Overview of Institutional Reports

- 206 institutional reports
  - 190 Bachelor’s Degree Reports
  - 16 Associate’s Degree Reports
- 273,852 Class of 2014 graduates from reporting institutions
  - 266,119 bachelor’s degree graduates
  - 7,733 associate degree graduates
- Outcomes data available for 177,385 graduates
  - 174,887 bachelor’s degree graduates
- Overall knowledge rate = 64.8 percent
  - 65.7 percent - bachelor’s degree knowledge rate
  - 32.3 percent - associate degree knowledge rate
Bachelor’s Degree Results

- Employed Full-time Standard Job, 52.5%
- Seeking/Not Seeking, 19.7%
- Continuing Education, 16.4%
- Employed Other, 9.5%
- Service/Military, 1.8%
Outcome Summary:
Geographic Region

<table>
<thead>
<tr>
<th>Region</th>
<th>% FT Employment</th>
<th>% Education</th>
<th>% Not Landed</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>66.1</td>
<td>18.2</td>
<td>7</td>
</tr>
<tr>
<td>Mid-Atlantic</td>
<td>55.7</td>
<td>17.1</td>
<td>14</td>
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<tr>
<td>Southeast</td>
<td>43.5</td>
<td>13.8</td>
<td>32.2</td>
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<tr>
<td>Great Lakes</td>
<td>45.8</td>
<td>15.2</td>
<td>32.8</td>
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<tr>
<td>Plains</td>
<td>46.9</td>
<td>16.4</td>
<td>21.3</td>
</tr>
<tr>
<td>Southwest</td>
<td>7</td>
<td>9.9</td>
<td>28.6</td>
</tr>
<tr>
<td>Rockies</td>
<td>14</td>
<td>8.9</td>
<td>27.6</td>
</tr>
<tr>
<td>Far West</td>
<td>18</td>
<td>14</td>
<td>21.3</td>
</tr>
</tbody>
</table>
Salary Summary: Geographic Region

Average Salary

New England
Mid-Atlantic
Southeast
Great Lakes
Plains
Southwest
Rockies
Far West
Outcome Summary: Size

<table>
<thead>
<tr>
<th></th>
<th>% FT Employment</th>
<th>% Education</th>
<th>% Not Landed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Small</td>
<td>54.8</td>
<td>14.7</td>
<td>12</td>
</tr>
<tr>
<td>Small</td>
<td>56.1</td>
<td>19.2</td>
<td>10.7</td>
</tr>
<tr>
<td>Medium</td>
<td>57.8</td>
<td>19.3</td>
<td>10.7</td>
</tr>
<tr>
<td>Large</td>
<td>49.5</td>
<td>14.8</td>
<td>25.1</td>
</tr>
</tbody>
</table>

Legend:
- Very Small
- Small
- Medium
- Large
Salary Summary: Size

Average Salary
- Very Small: 37,451
- Small: 46,466
- Medium: 51,091
- Large: 47,400
Summary Results by Academic Major

- More variation by major than by type of school.
- Less variation in the range for overall percent of graduates with an outcome.
  - Communications Technology - 94.4% of graduates secured a landing spot.
  - Biology - 73.9% of graduates secured a landing spot.
- Trade-offs between employment and continuing education:
  - Business and Engineering majors - 66% employed full-time; 15% in continuing education.
  - Physical Science majors - 32% employed full-time; 41% in continuing education.
  - Philosophy majors - 34% employed full-time; 28% in continuing education.
Employment Results by Academic Discipline

Top Disciplines by Percent of Graduates with Full-time Employment

1. Engineering Technology – 82.9%
2. Computer Science – 73.2%
3. Communications Technology – 71.8%
4. Business – 66.9%
5. Legal Studies – 63.4%

Disciplines with the Lowest Percent of Graduates with Full-time Employment

1. Biology – 24.2%
2. Physical Sciences – 31.7%
3. Philosophy & Religious Studies – 33.9%
4. History – 35.5%
5. Recreation – 36.1%

Majors closely tied to job specific skills get employed the quickest
Questions

Edwin Koc
Director of Research, Public Policy and Legislative Affairs
National Association of Colleges and Employers

E-mail: ekoc@naceweb.org
www.naceweb.org