

Executive Summary

William Jewell College First-Destination Survey 2015

Prepared by

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The 2015 First-Destination Survey was administered from October 2015 through January 2016. For this survey, the 2015 graduating class is defined as those who graduated in December 2014, May 2015, and July 2015. A Survey Monkey online questionnaire sent via email was the primary method of contact. Additionally, phone calls, social media contacts, and text messages were made in an attempt to secure accurate email addresses and core graduate data. Several attempts were made with non-responders to achieve a 78% knowledge rate that includes a 44% survey response rate. Similar to previous reports, below are the definitions that are used in this report and also are aligned with the Standards and Protocols of the National Association of Colleges and Employers (NACE).

- Knowledge Rate – Percent of graduates for which the institution has reasonable and verifiable information concerning the graduates' basic post-graduation career activities. This reflects the approach of going beyond simply relying on a survey for obtaining outcomes information.
- Career Outcome Rate – Percent of graduates who are engaged in a career outcome, which includes both full- and part-time work, as well as engagement in a program of continuing education.

The data is presented in spreadsheet and summary format. Spreadsheet format displays data sorted by tabs into categories: alpha, major, employer, institution, job hunters, address, comments, internships, and no response. Note: The survey excludes data on the graduates of the M.S.Ed program. One of the admission requirements for that program is to be currently employed.

Trends

For 2015 graduates, the career outcome rate continues to be in the upper nineties – this year 97.9%. A majority of graduates (70.4%) are employed full time within 6-9 months of graduation and approximately 18% are enrolled in graduate school full and part time. As in years past, graduates' job satisfaction and perception that their job relates to their academic major are well above 65%. 85.2% of respondents indicate they are satisfied with their job and 71.1% indicate that their job relates to their major. Students in graduate programs rate their satisfaction at 85% or higher (88.9% this year). While 19% of respondents consider themselves to be job hunters, few are unemployed (3.7%).

Variations

The average salary of Jewell students is \$40,311, which is similar to last year's average (when the outlier salary from last year is removed). Starting salaries at Jewell have generally risen over the past 6 years, but fluctuation can be noted from year to year. It should also be noted that very low salary figures were reported for a few Jewell graduates in positions where benefits such as room and board, housing allowance, loan repayment and tips were not calculated. Additionally, a high percentage of our graduates locate in our geographic region, where the cost of living is lower than in other parts of the country.

Caution

Data confidence depends on the knowledge rate and survey response rates. Motivating students to complete online surveys via email requires accurate email addresses, frequent reminders, resourcefulness in approach and ability to motivate the potential respondent. According to NACE, “Institutions should strive for a minimum knowledge rate of 65 percent.” This year’s knowledge rate of 78% provides some confidence in drawing sound assumptions and generalizations with regards to the core graduate data. The knowledge rate is most valuable for the most basic question of placement. The survey response rate is more valuable for the more detailed questions. Although substantial effort was made to secure viable email addresses, it is possible that non-responders comprise a significant group, which would impact conclusions. Also, a few students held both full-time positions and were enrolled in graduate school full-time, but were only reported once for the knowledge rate in accordance to NACE standards.

Conclusion

Overall, William Jewell continues to have a very high career outcome rate. Only a few students were job-hunting without something else. Increasingly, prospective students, their families, and the campus community are interested in graduate follow-up statistics. While the first-destination results present only an early snapshot of career/income outcomes for graduates, the data indicates that the 2015 graduating class has successfully navigated their year after Jewell.

Comparison Chart

Below are some comparative figures for the period of 2010 to 2015.

YEAR	2015	2014	2013	2012	2011	2010
Knowledge Rate	78.5%	74.8%	73%	50%	43.5%	52.9%
Survey Response Rate	44%	31%	33%			
Career Outcome Rate	97.9%	99%	98.9%	98.6%	96.2%	97.8%
Av. Starting Salary (FT)*	\$40,311	\$42,511	\$37,629	\$36,129	\$37,839	\$34,693
Internships at Jewell*	62.9%	60%	65%	64.6%	59.8%	81%
Employed+	82.4%	88.3%	92.8%	87%	85%	86%
Employed FT*	70.4%	71.8%	76%	74%	67.3%	67.6%
Employed PT*	13.9%	15.3%	23.7%	13%	17.8%	20.6%
Grad School+	17%	27.1%	13.9%	22.6%	26.2%	26.5%
Grad School FT*	16.6%	20.7%	20.3%	19.9%	19.6%	22.1%
Grad School PT*	1.8%	5.8%	2.5%	2.7%	6.5%	4.4%
Grad School Acceptance Pending*	25%	12.9%	24.3%	22.6%	5.6%	15.2%
Grad School Acceptance Rate*	86.7%	88.9%	89.3%	93.9%	97.1%	94.9%
Job Hunting*	19%	12.9%	27.9%	21.9%	16.8%	27.9%

+ Based on Knowledge Rate

*Based on Survey Response Rate