

Executive Summary

William Jewell College First-Destination Survey 2020

Prepared by

Marissa Bland, Director of Career Development & Internships

The 2020 First-Destination Survey was administered from October 2020 through January 2021. For this survey, the 2020 graduating class is defined as those who graduated in December 2019, May 2020, and July 2020. A Survey Monkey online questionnaire sent via email was the primary method of contact. Additionally, phone calls, social media contacts, text messages, and faculty contacts were made in an attempt to secure accurate email addresses and core graduate data. Several attempts were made with non-responders to achieve an 88% knowledge rate that includes a 54% 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, pandemic-related comments, internships, and no response. Note: The survey continues to exclude 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 2020 graduates, the career outcome rate continues to be in the upper nineties – this year 99%. A majority of graduates (72%) are employed full time within 6-9 months of graduation and 27% are enrolled in graduate school full and part time. Graduates' job satisfaction continues to be above 85%, with this year being just above that figure at 87%. Graduates' perception that their job relates to their academic major continues to be above 70%, with this year being 74%. Students in graduate programs also rate their satisfaction high at 92%. Of the 8% of respondents who consider themselves to be job hunters, only 1 is unemployed (.8%). Many of the positions graduates obtained are reflected and similar to those listed in the top 30 projected growth occupations in Kansas City as recognized by the Regional Workforce Intelligence Network (chart shown below). There are also other occupations included on the chart.

Variations

The average salary of Jewell students is \$46,859. Some fluctuation with starting salaries at Jewell can be noted from year to year. It should also continue to be noted that very low salary figures were reported for a few Jewell graduates in positions where benefits such as bonuses, room and board, transportation, meals, 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.

For the 2020 survey, there continued to be the few additional questions that were added in last year related to critical thinking and preparedness of graduates. 96% (98/102) of graduates (whose job was their primary career outcome) reported that their jobs required them to use specific critical thinking skills. 93% (99/106) reported being “very prepared” or “prepared” to perform the critical thinking required for their jobs. 96% (101/105) reported being “very prepared” or “prepared” to problem solve in their workplace. These figures are comparable to last year and will continue to be reviewed each year.

Pandemic-Related Variations

The year 2020 was undoubtedly filled with major disruptions and challenges with the COVID-19 pandemic, significantly impacting everyone in diverse and complex ways, including Jewell graduates. In order to better understand the impact of the pandemic on first destination career outcomes, an open-ended question was added to this year’s survey that asked students, “How has COVID-19 impacted your career outcome?” The response was 82 individual points made from 74 students. The majority of the comments (64%) reflected no ultimate change in the student’s basic first-destination outcome, 17% of responses mentioned a different first-destination outcome came out of the pandemic, and the remaining comments are informative but ambiguous in deciphering if the basic career outcome was the same that it would have been without COVID-19 or different.

Of the 64% of responses that mentioned ultimately, there was no change to the graduate’s basic first-destination outcome, it is clear that there was still an abundance of change and challenges encountered. 15% reported having a delayed start date to their job or graduate school program (up to a year delay), 12% reported a switch to working remotely, relying heavily on virtual practices for work, or switching to remote learning for graduate school. The largest percentage within this group (26%) reported significant stresses within their job. Stresses ranged from working in severely understaffed environments (particularly those in hospital settings), spending lots of extra time and energy related to COVID-19 precautions at work, dealing with constant change and adjusting to the change daily, having work benefits taken away, and more. Only 2% reported positive changes related to getting more business due to the pandemic or being able to start training/orientation sooner, presumably due to efficiencies with technology.

As stated previously, 17% of the comments reflected that the pandemic did ultimately change the graduate’s basic first-destination outcome. Many graduates had to start over with their job search after having offers rescinded or not being able to wait the amount of time it would take for their delayed start. For some, the new direction of their career outcome was not as desired as their first choice, but for multiple others, it was an unexpectedly positive change. 13% of the comments mentioned difficulty job searching due to so many hiring freezes, cancelled residencies, etc. Many of the comments came from graduates who were ultimately able to still land positions they were satisfied with or opted to attend graduate school as an alternative option to landing a job.

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 88% 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, and this year, there is a higher survey response rate than there has been in the past decade. Although substantial effort was made to secure viable email addresses, it is possible that non-responders comprise a significant group, which would impact conclusions.

Conclusion

The first-destination results present only an early snapshot of career/income outcomes for graduates in an extremely fast changing world of work. This year’s first-destination graduate survey results, particularly those that pertain to the impact of COVID-19, reveal an extremely difficult reality for the class of 2020 as they navigated uncharted territory. In the midst of a difficult year unlike any other, there continues to be a high career outcome rate and high outcome satisfaction rate consistent with past years. Of the 2 graduates who did not report something, only one reported being a job hunter and both had pending graduate school acceptance statuses. Jewell graduates have shown a great amount of adaptability and resiliency in a new and very challenging era.

Comparison Chart

Below are some comparative figures for the period of 2015 to 2020.

YEAR	2020	2019	2018	2017	2016	2015
Knowledge Rate	88%	87%	84%	90.3%	86.9%	78.5%
Survey Response Rate	54%	48%	43%	48.1%	38.3%	44%
Career Outcome Rate*	99%	99.07%	99.1%	99.6%	98.9%	97.9%
Av. Starting Salary (FT)	\$46,859	\$45,309	\$40,284	\$40,107	\$39,797	\$40,311
Internships at Jewell	56%	64.4%	69.2%	69.8%	63.3%	62.9%
Employed	85%	88.1%	88%	86.8%	83.3%	84.2%
Employed FT	72%	77.1%	76.9%	77.5%	66.7%	70.4%
Employed PT	12%	11%	11.1%	9.3%	16.7%	13.9%
Grad School	27%	24.6%	21.3%	20.2%	27.5%	18.5%
Grad School FT	25%	21.2%	16.2%	15.5%	22.5%	16.6%
Grad School PT	2%	3.4%	5.1%	4.7%	5%	1.8%
Grad School Acceptance Pending	13%	8.8%	26.5%	19.6%	15.9%	25%
Grad School Acceptance Rate	95%	100%	93.3%	93.9%	94.6%	86.7%
Job Hunting	8%	11%	16.2%	16.3%	18.3%	19%

*Based on Knowledge Rate

Note: All other figures are based on survey response rate



Projected Growth Occupations

Kansas City MSA, 2020–2030

UPDATED MAY 2020

Occupation	2020 Jobs	Average Wages	10-year Labor Demand Forecast		
			Growth Demand	Replacement Demand	Total Demand
1 Personal Care Aides	15,281	\$23,100	5,376	24,574	29,951
2 Software Developers, Applications	8,059	\$87,400	2,239	5,678	7,918
3 Registered Nurses	25,201	\$67,300	2,175	13,315	15,490
4 General and Operations Managers	17,496	\$109,900	1,194	14,589	15,783
5 Market Research Analysts and Marketing Specialists	5,294	\$67,400	1,108	5,540	6,649
6 Home Health Aides	3,122	\$25,100	996	3,956	4,952
7 Medical Assistants	4,322	\$34,500	877	4,925	5,801
8 Heavy and Tractor-Trailer Truck Drivers	16,835	\$47,400	844	18,063	18,908
9 Computer User Support Specialists	6,363	\$49,300	817	4,775	5,591
10 Nursing Assistants	12,966	\$27,300	802	14,894	15,696
11 Management Analysts	5,477	\$88,100	735	4,874	5,609
12 Sales Representatives, Services, All Other	8,211	\$69,900	718	10,061	10,779
13 Accountants and Auditors	11,077	\$68,200	703	10,009	10,712
14 Computer Systems Analysts	5,913	\$80,200	695	3,921	4,616
15 First-Line Supervisors of Food Preparation and Serving Workers	7,244	\$36,100	647	10,540	11,187
16 Medical Secretaries	4,818	\$35,300	620	5,378	5,998
17 Financial Managers	3,731	\$139,400	614	2,877	3,492
18 Insurance Sales Agents	5,309	\$67,800	598	5,297	5,895
19 Maintenance and Repair Workers, General	10,408	\$40,300	572	10,332	10,905
20 Plumbers, Pipefitters, and Steamfitters	3,695	\$64,700	492	4,025	4,518
21 Electricians	4,767	\$60,600	481	5,429	5,910
22 Business Operations Specialists, All Other	7,254	\$81,400	467	6,635	7,102
23 Computer and Information Systems Managers	3,191	\$126,500	420	2,465	2,885
24 Nurse Practitioners	1,565	\$110,000	410	833	1,243
25 Light Truck or Delivery Services Drivers	8,077	\$37,500	407	8,665	9,072
26 Medical and Health Services Managers	3,003	\$107,100	400	2,410	2,810
27 Carpenters	6,524	\$55,100	397	6,025	6,422
28 Software Developers, Systems Software	2,860	\$94,200	390	1,912	2,302
29 Information Security Analysts	1,129	\$87,800	390	869	1,259
30 Billing and Posting Clerks	4,045	\$39,600	382	4,123	4,505

Source: JobsEQ

Regional Workforce Intelligence Network
www.kcworkforce.com

