



August 2014 - 1st Destination Survey Results

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Overview

The August 2014 Survey marks the third year for using the 1st Destination format. The 17.0% overall response rate is the highest for the August survey (13.9% in 2013 and 11.5% in 2012). Graduates with plans in place three months post-graduation included 64.7% of bachelor recipients and 87.7% of graduate recipients. August is historically the smallest graduating class among the three graduations each year. This combined with the low response rate make analysis of the data difficult.

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 graduates. Surveys were sent to the graduate's primary and secondary email addresses. The survey was open on the 1DS website for three months.

Please note the following when using this data:

1. Respondents to the first survey who did not graduate are *not* removed from the results.
2. Students self-report their degree and major. Students frequently list their major incorrectly so the 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

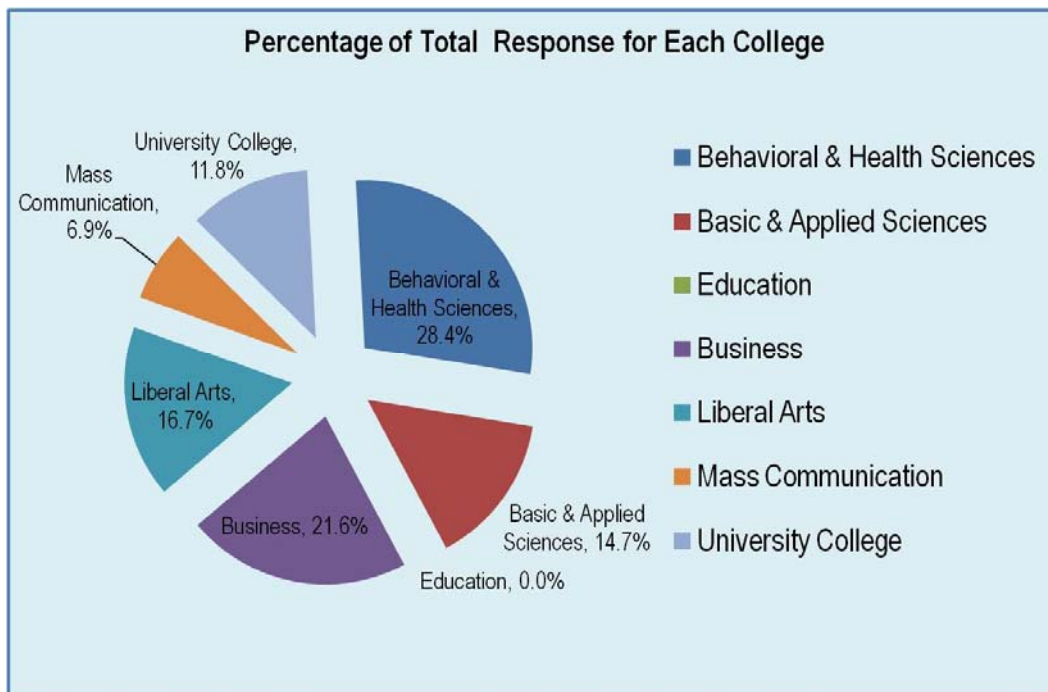
A total of 143 majors responded to the survey (baccalaureate and graduate). One-hundred two (102) out of 617 bachelor degree majors responded and 41 of the 225 graduate degree majors responded. Combined, this represents a 17.0% response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	102	617	16.5%
Majors - Graduate	41	225	18.2%
All	143	842	17.0%

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

Bachelor Major Results

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



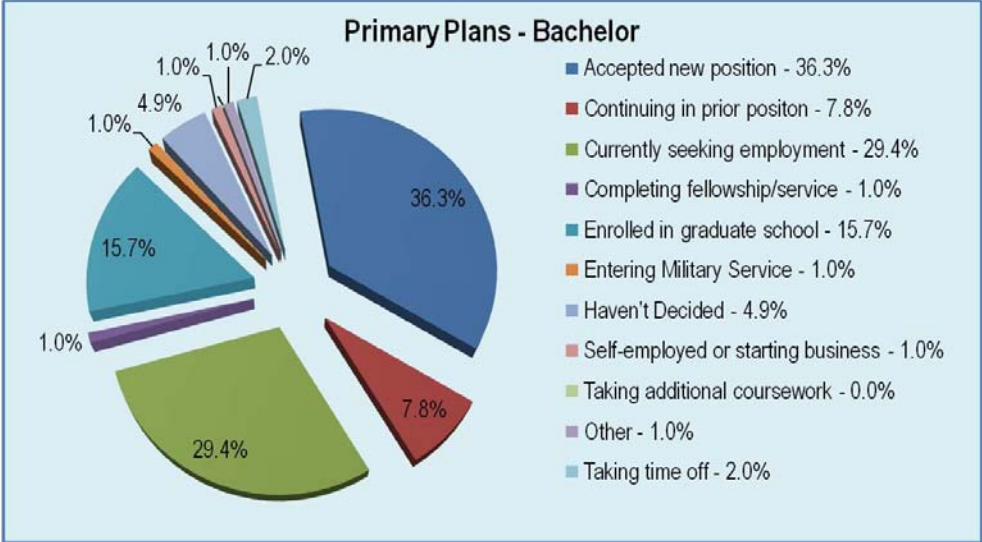
The chart below represents the response rate by college, based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Aug. 2014 Bachelor Majors	Response Rate
Basic and Applied Science	15	88	17.0%
Behavioral and Health Sciences	29	177	16.4%
Business	22	94	23.4%
Education	0	2	0.0%
Liberal Arts	17	101	16.8%
Mass Communication	7	74	9.5%
University College	12	81	14.8%
Total Bachelor Degrees/Majors	102	617	16.5%

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

At the conclusion of the survey period, 29.4% were still seeking employment. Another 4.9% had yet to decide on a plan; and 1.0% selected the Other category.

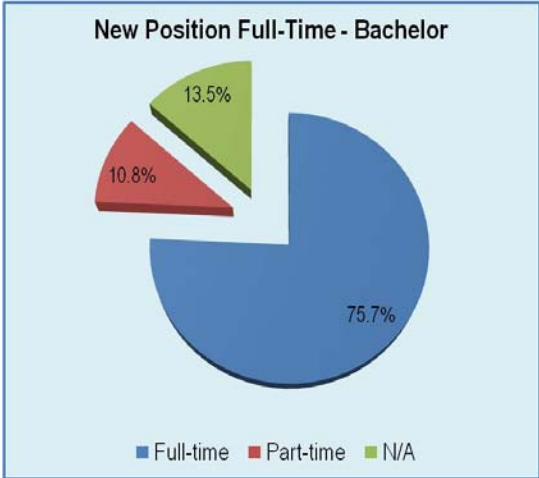
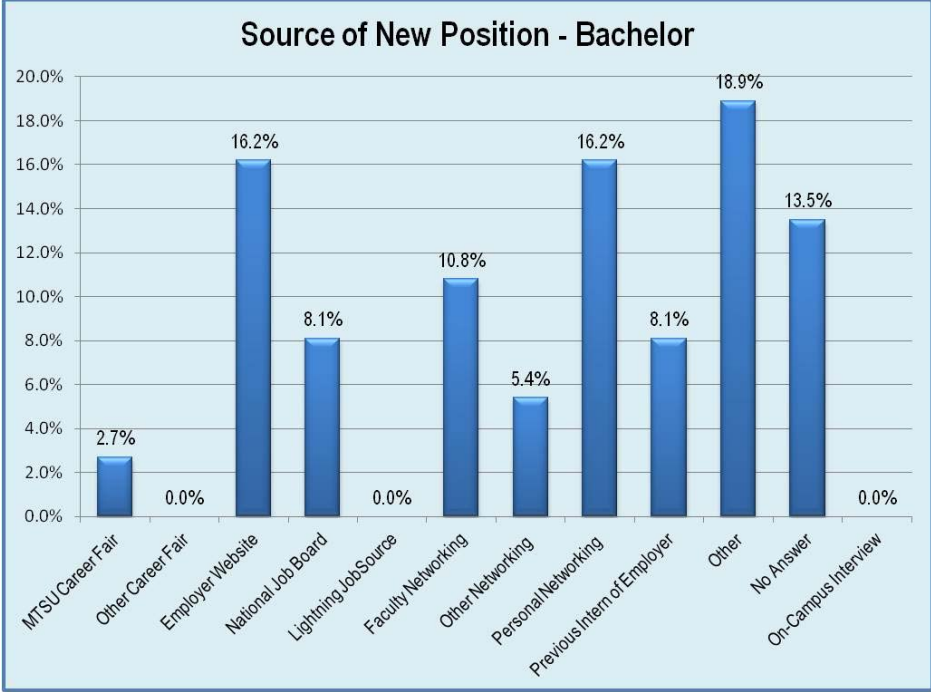
The remaining 64.7% of the graduating class had plans implemented.*



* May not equal 100 percent due to rounding

The chart to the right illustrates how new bachelor positions were secured. The top 3 sources are Other, Employer Website and Personal Networking. The Other category contained 7 responses, of which several could have been included in the choices offered. This question was revised for subsequent surveys to reduce the number of choices and better describe each one.

The charts below show that 73.0% indicated their new position was related to their major and 75.7% of the positions were full-time.



Employers for New Employment

Of the 28 reporting a Full-Time New Position as their primary plan, 27 listed the name of their employer:

Employer	Major	Number
Aerosim Flight Academy	Aerospace: Pro Pilot	1
American Campus Communities	Management	1
Animal Hospital of Signal Mountain	Animal Science	1
Beyond Limits, LLC	Leisure Sport and Tourism Studies	1
Department of the Navy	Recording Industry: Audio Production	1
Ford Motor Credit	Finance	1
Franklin County Board of Education	Speech and Theatre: Communications Disorders	1
Healthways	Health Education	1
Kraft CPAs	Accounting	1
Marriott	Marketing	1
Mental Health Cooperative	Family and Consumer Studies	1
Middle Tennessee State University	Aerospace: Pro Pilot	1
Nashville State Community College	International Relations	1
naviHealth	Professional Studies (RODP)	1
Ozburn-Hessey Logistics	Marketing	1
Parsley, Parsley & Strickland	Criminal Justice Administration	1
Perry County Board of Education	Speech and Theatre: Communications Disorders	1
PSA Airlines	Aerospace: Pro Pilot	1
Raiders Ridge Apartments	Psychology	1
RFD-TV	Art: Graphic Design	1
Southern Company	Construction Management	1
Speech Pathology Services of East Tennessee	Speech and Theatre: Communications Disorders	1
Terkelsen, Smith, Tyree, & Snell, PLC	Accounting	1
The Miami News-Record	Mass Comm: Journalism	1
Total Quality Logistics	Management	1
UBS	Financial Institution Management	1
Vanderbilt University Medical Center	Science	1
Total New Employment Acceptances		27

Location of New Employment

Of the 28 reporting a Full-Time New Position as their primary plan, 27 listed the location of their employment. The top cities are Nashville, TN with 7, followed by Brentwood, TN and Murfreesboro, TN at 2, each.

- Allen, TX
- Brentwood, TN (2)
- Charlotte, NC
- Cincinnati, OH
- Coolsprings, TN
- Franklin, TN
- Knoxville, TN
- Linden, TN
- Memphis, TN
- Meridian, MS
- Miami, OK
- Murfreesboro, TN (2)
- Nashville, TN (7)
- Port Hueneme, CA
- San Antonio, TX
- Sanford, FL
- Signal Mountain, TN
- Winchester, TN
- Yuma, AZ

Salary Averages of New Employment

Of the 28 reporting a Full-Time New Position as a primary plan, 26 reported their salary.

- Range: \$15,000 to \$65,450
- Midpoint: \$34,800
- Average: \$34,170
- Mode: \$33,000

Salary Breakdown by Major

Of the 28 reporting a Full-Time New Position as a primary plan, 26 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	-	\$40,000	-	\$53,000	\$46,500
Aerospace: Pro Pilot	BAS	3	-	\$15,000	\$30,000	\$42,840	\$29,280
Management	BUS	2	-	\$37,000	-	\$42,000	\$39,500
Marketing	BUS	2	-	\$20,400	-	\$34,000	\$27,200
Speech and Theatre: Communication Disorders	LA	3	\$33,000	\$33,000	-	\$34,600	\$33,533

Graduate and Professional School

Sixteen (16) graduates or 15.7% listed Graduate or Professional Schools as their primary plan. The largest number enrolled in a program at Middle Tennessee State University, with East Tennessee State University and Tennessee State University being second. The following graduate and professional schools were reported:

- American Military University: Political Science
- Bethel University: Master's of Business Administration
- East Tennessee State University: Doctorate of Audiology
- East Tennessee State University: Doctorate of Audiology
- Full Sail University: Film Production
- Indiana University: Physician Assistant
- Lipscomb University: Conflict Management
- Middle Tennessee State University: Accounting
- Middle Tennessee State University: Professional Counseling
- Middle Tennessee State University: Public Health
- Mississippi State University: Applied Anthropology
- Tennessee State University: Nursing Education
- Tennessee State University: Physical Therapy
- University of Memphis: Public Health

Graduate Degree Results

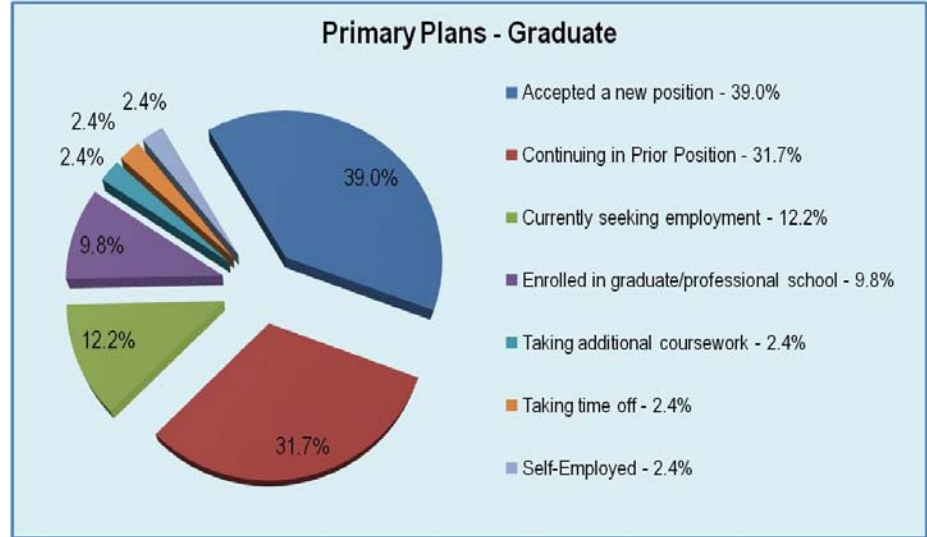
A total of 41 graduate degree majors responded to the survey out of 225 majors for an overall response rate of 18.2%.

College	1DS Responses	Aug. 2014 Grad. Degrees	Response Rate
Basic and Applied Science	3	33	9.1%
Behavioral and Health Sciences	10	31	32.3%
Business	12	69	17.4%
Education	12	56	21.4%
Liberal Arts	3	13	23.1%
Mass Communication	1	2	0.5%
University College	0	21	0.0%
Total Graduate Degrees	41	225	18.2%

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

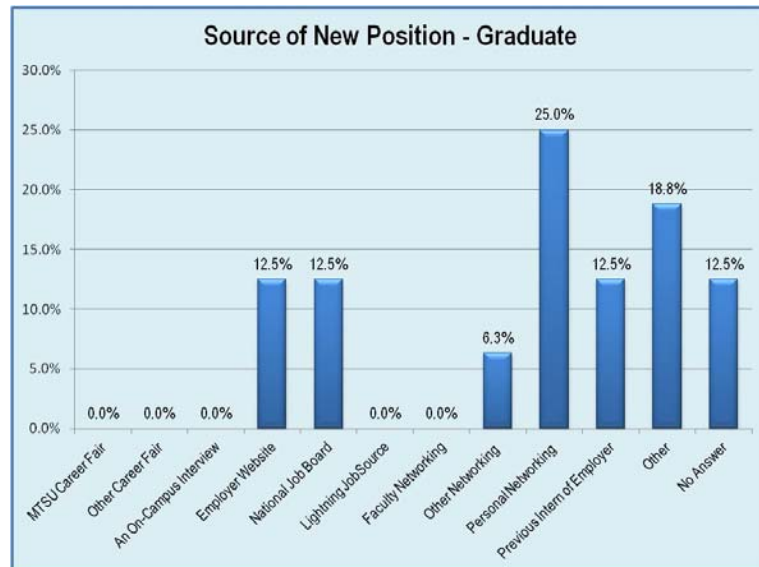
At the conclusion of the survey period, 12.2% were seeking employment.

The remaining 87.7% of graduate degree recipients had plans implemented.*

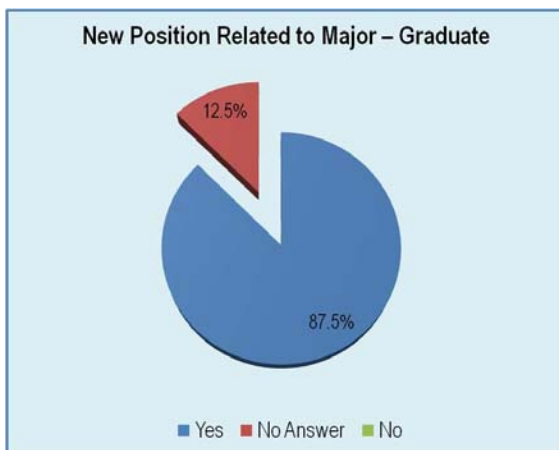


* May not equal 100 percent due to rounding

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



The charts below show that 87.5% indicated their new position was related to their major and 81.3% of the positions were full-time.



Employers

Of the 13 reporting a Full-Time New Position as their primary plan, 12 listed the name of their employer:

Employer	Major	Number
Bridgestone-Americas	Accounting	1
Centennial BOCES	Psychology	1
Community Health Systems	Industrial Organizational Psychology	1
Duval County Board of Education	Curriculum and Instruction (Masters - Specialist)	1
LBMC	Accounting	1
Metro Nashville Public Schools	Administration and Supervision (Masters - Specialist)	1
Middle Tennessee State University	Business Education	1
NASTek	Computer Information Systems	1
SIGMA Actuarial Consulting Inc.	Professional Science (Masters)	1
UBS	Business Administration	1
Vanderbilt University	Professional Science (Masters)	1
Whitwell Medical Plaza	Nursing	1
		12

Location

Of the 13 reporting a Full-Time New Position as their primary plan, 11 listed the location of their employment:

- Brentwood, TN
- Chattanooga, TN
- Franklin, TN
- Gallatin, TN
- Greeley, CO
- Jacksonville, FL
- Murfreesboro, TN
- Nashville, TN (3)
- Whitwell, TN

Salary Averages

Of the 13 reporting a Full-Time New Position as a primary plan, 11 reported their salary.

- Range: \$34,000 to \$80,000
- Midpoint: \$46,000
- Average: \$49,455
- Mode: \$40,000

Salary Breakdown by Major

Of the 13 reporting a Full-Time New Position as a primary plan, 11 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