



## December 2014 - 1st Destination Survey Results

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### Overview

The 22.2% overall response rate for the December 2014 survey is slightly higher than the previous two years (18.9% in 2013 and 20.8% in 2012). Graduates with plans in place three months post-graduation decreased for both bachelor and graduate degree recipients.

- Bachelor degree recipients with plans in place for December 2014 decreased to 52.6% (60.5% in 2013 and 60.6% in 2012). Conversely, bachelor degree recipients still seeking employment increased to 43.5% (34.3% in 2013 and 32.6% in 2012).
- Graduate degree recipients with plans in place for December 2014 decreased to 68.2% over 2013, but increased over 2012 (78.6% in 2013 and 64.8% in 2012). Conversely, graduate degree recipients still seeking employment increased to 30.4% (19.6% in 2013 and 29.6% in 2012).

A new section titled Primary Plans by College was added for this report.

### 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

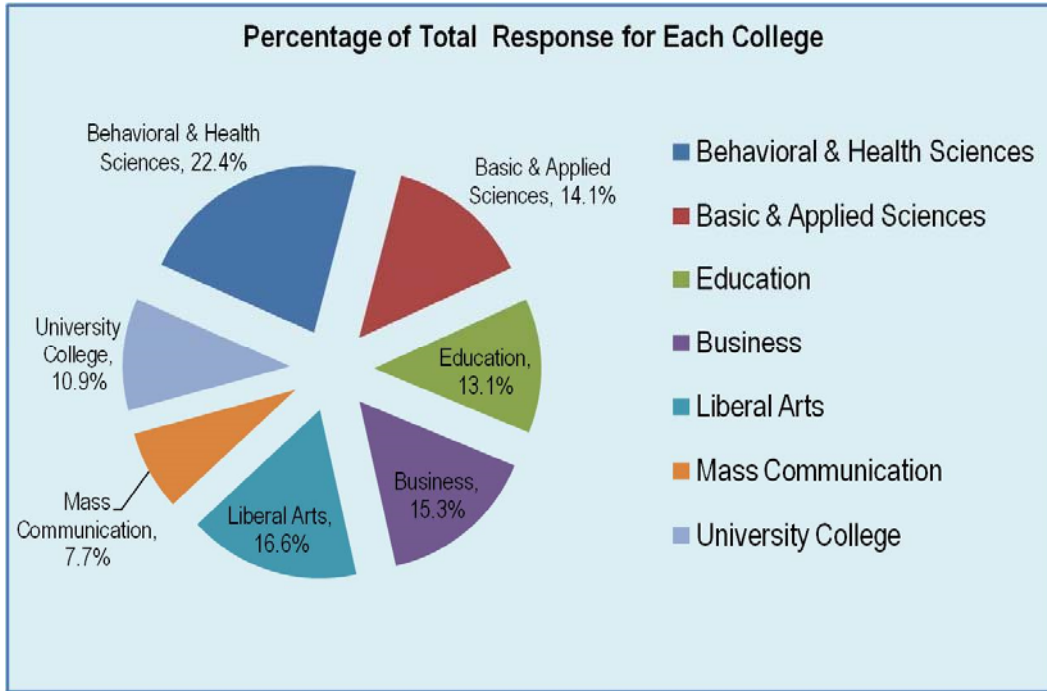
A total of 382 majors responded to the survey (baccalaureate and graduate). Three-hundred thirteen (313) out of 1,441 bachelor degree majors responded and 69 of the 282 graduate degree majors responded. Combined, this represents a 22.2% response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	313	1,441	21.7%
Majors - Graduate	69	282	24.5%
All	382	1,723	22.2%

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.



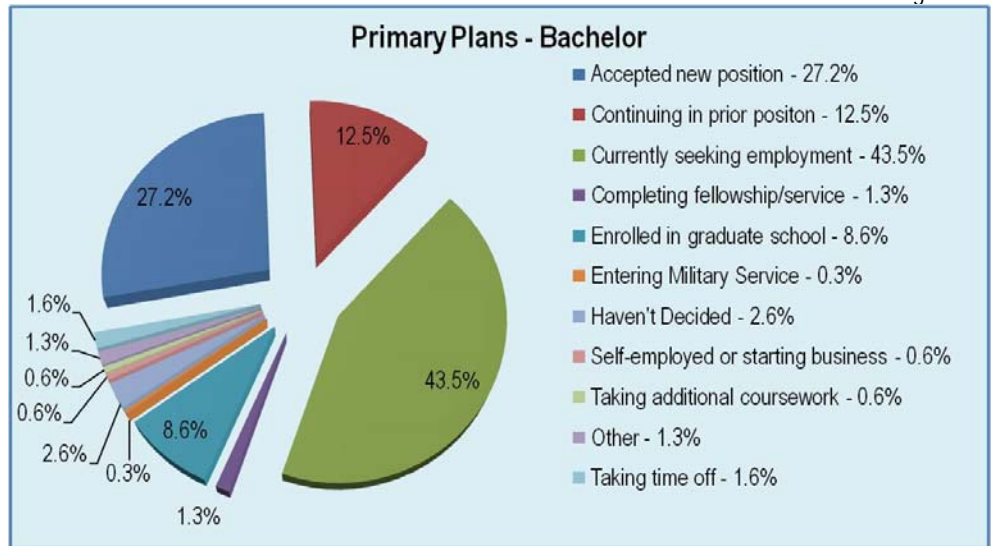
The chart below represents the response rate by college, based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Bachelor Majors	Response Rate
Basic and Applied Science	44	264	16.7%
Behavioral and Health Sciences	70	337	20.8%
Business	48	227	21.1%
Education	41	52	78.8%
Liberal Arts	52	226	23.0%
Mass Communication	24	164	14.6%
University College	34	171	19.9%
<b>Total Bachelor Degrees/Majors</b>	<b>313</b>	<b>1,441</b>	<b>21.7%</b>

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

At the conclusion of the survey period, 43.5% were still seeking employment. Another 2.6% had yet to decide on a plan; and 1.3% selected the Other category.

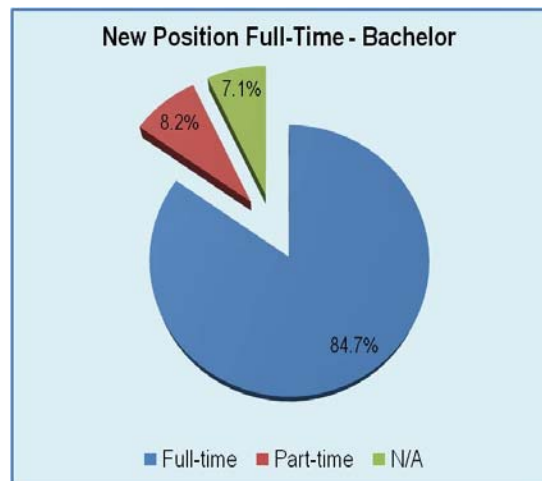
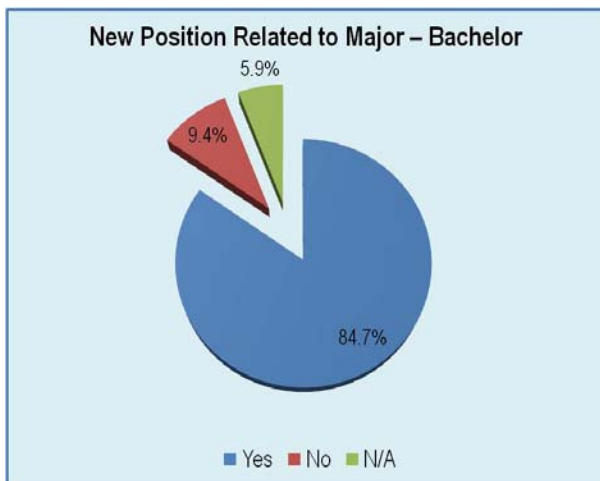
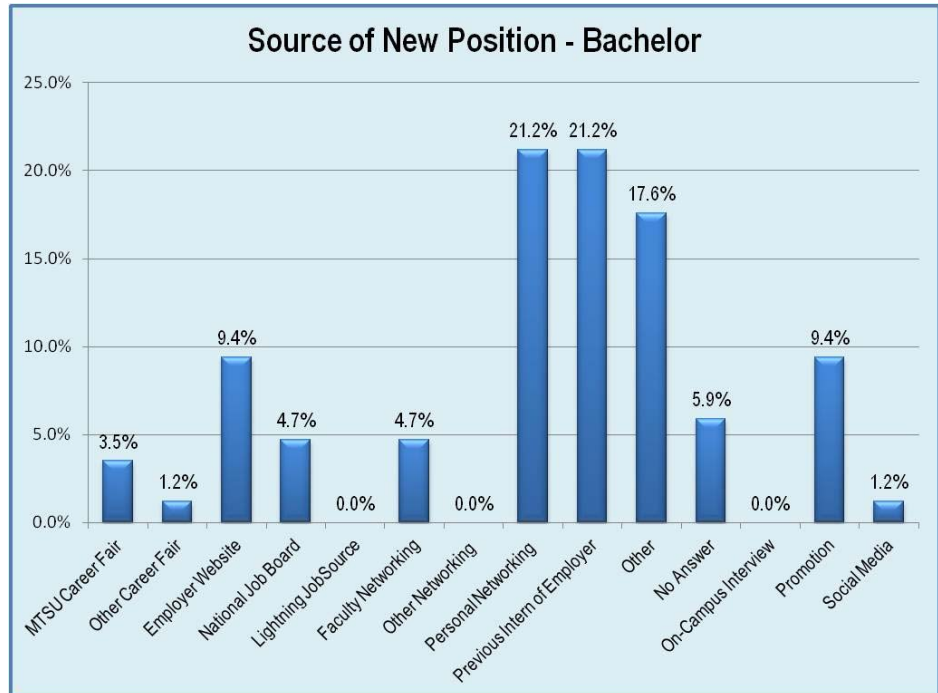
The remaining 52.6% of the graduating class had plans implemented.\*



\* 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 Personal Networking, Previous Intern of Employer, and Other. Although this question was revised for this survey with a clearer description of the categories, many respondents still chose the Other option when their answer clearly fit into one of the previous categories.

The charts below show that 84.7% indicated their new position was related to their major and 84.7% of the positions were full-time.



## Employers for New Employment

Of the 72 reporting a Full-Time New Position as their primary plan, 70 listed the name of their employer:

Employer	Major	Number
ABC 57 News	Mass Communication: Electronic Media	1
Acxiom	Mass Communication: New Media	1
Air Wisconsin	University Studies	1
Alamo City School	Interdisciplinary Studies	1
Bedford County Board of Education	English	1
Bedford County Board of Education	Interdisciplinary Studies	1
Best One Tire	Animal Science	1
Buckeye International, Inc.	Business Administration	1
Cardinal Health	Management	1
Caterpillar Financial	Information Systems	1
Christopher and Banks	English	1
Deloitte	Accounting	1
Deloitte	Computer Science	1
Department of Children's Services	Social Work	1
Freedom Industries	Finance: Real Estate	1
Fusion Music Management	Recording Industry: Music Business	1
Heritage Medical Center	Nursing	1
Home Page Media Group	Journalism	1
Hospital Corporation of America	Political Science	1
Lansing Trade Group	Finance: Financial Institution Management	1
Lavergne Middle School	Interdisciplinary Studies	1
Learning Away Elementary	Early Childhood Education	1
Lifepoint Hospitals	Liberal Studies (RODP)	1
Maggart & Associates, P.C.	Accounting	1
Marion County Board of Education	Interdisciplinary Studies	1
Memorial Hermann	Nursing	1
Metro Nashville Public Schools	Music	1
NAR Steel Inc.	Business Administration	1
Nashville Zoo	Animal Science	1
Nelson Mazda	Speech and Theatre: Communication Studies	1
Park Center	Social Work	1
Payless ShoeSource	Marketing	1
Pomeroy- Infrastructure Optimized	Liberal Studies (RODP)	1
PSAV	Recording Industry: Audio Production	1
Redstone Federal Credit Union	Professional Studies (RODP)	1
Rutherford County Board of Education	Early Childhood Education	3
Rutherford County Board of Education	Interdisciplinary Studies	2
Rutherford County Board of Education	Nursing	1
Saint Thomas Rutherford Emergency Department	Nursing	1
Second Nature	Social Work	1
SESAC	Recording Industry: Music Business	1
Sinclair Broadcast Group	Mass Communication: Electronic Media	1
South Carolina Department of Social Services- Kershaw County	Foreign Languages	1
South Carolina Department of Social Services- Kershaw County	Social Work	1
Southern Hills Hospital	Nursing	1
Spring Hill Day School	Liberal Studies (RODP)	1
State of Tennessee	Social Work	1

Employer	Major	Number
Stones River Manor	Exercise Science	1
Sumner County Board of Education	Interdisciplinary Studies	1
The Bailey Company	Organizational Communications	1
Travelers Insurance	Finance: Insurance	1
Uber	Computer Science	1
UBS	Finance: Business Finance	1
United Neighborhood Health Services	Social Work	2
University Medical Center	Nursing	1
Vanderbilt Psychiatric Hospital	Social Work	1
Vanderbilt University Medical Center	Health Education	1
Vanderbilt University Medical Center	Nursing	1
Vanderbilt University Medical Center	Psychology	1
Victory Baptist Church	Speech and Theatre: Communication Studies	1
Wallenius Wilhelmsen Logistics	Construction Management	1
Watertown Elementary	Interdisciplinary Studies	1
Willamette Associates	Finance: Business Finance	1
Wilson County Board of Education	Early Childhood Education	1
Wilson County Board of Education	Special Education	1
Women on Maintaining Education and Nutrition	Psychology	1
<b>Total New Employment Acceptances</b>		<b>70</b>

### Location of New Employment

Of the 72 reporting a Full-Time New Position as their primary plan, 69 listed the location of their employment. The top cities are Nashville, TN with 23, followed by Murfreesboro, TN at 8.

- Alamo, TN
- Appleton, Wisconsin
- Atlanta, GA
- Boston, MA
- Brentwood, TN (2)
- Camden, SC (2)
- Champaign, Illinois
- Clarksville, TN
- Franklin, TN (2)
- Hermitage TN
- Houston, TX
- Huntsville, AL
- La Vergne, TN (3)
- Lebanon, TN
- Lenoir City, TN
- Monteagle, TN
- Mount Juliet, TN (3)
- Murfreesboro, TN (8)
- Nashville, TN (23)
- Overland Park, KS
- San Francisco, CA
- Shelbyville, TN (4)
- Smyrna, TN (2)
- South Bend, IN
- Spring Hill, TN
- St. George, UT
- Tullahoma, TN
- Watertown, TN
- White House, TN

### Salary Averages of New Employment

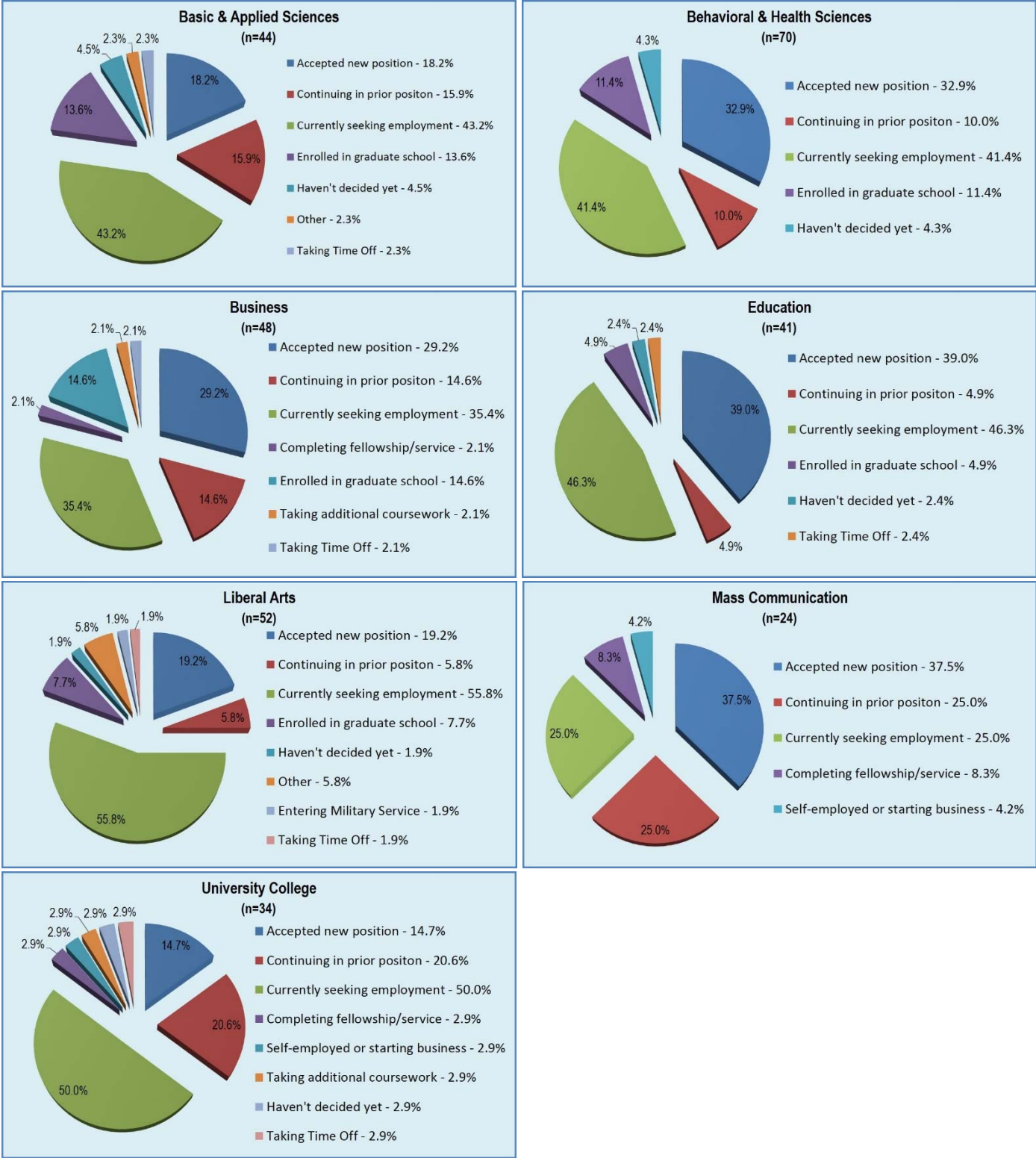
Of the 72 reporting a Full-Time New Position as a primary plan, 57 reported their salary.

- Range: \$14,000 to \$125,000
- Midpoint: \$36,000
- Average: \$40,895
- Mode: \$50,000



**Primary Plans by College**

The following is a breakdown of Primary Plans by College for Undergraduate Majors.



**Salary Breakdown by Major**

Of the 72 reporting a Full-Time New Position as a primary plan, 57 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	-	\$45,000	-	\$50,000	\$47,500
Animal Science	BAS	2	-	\$21,420	-	\$25,500	\$23,460
Business Administration	BUS	2	-	\$22,440	-	\$27,600	\$25,020
Computer Science	BAS	2	-	\$100,000	-	\$125,000	\$112,500
Early Childhood Education	EDU	3	-	\$18,000	\$22,425	\$36,380	\$25,602
English	LA	2	-	\$15,000	-	\$34,000	\$24,500
Finance: Business Finance	BUS	2	-	\$38,000	-	\$65,000	\$51,500
Interdisciplinary Studies	EDU	2	-	\$34,000	-	\$36,000	\$35,000
Liberal Studies (RODP)	UC	3	-	\$23,400	\$75,000	\$125,000	\$74,467
Mass Communication: Electronic Media	MC	2	-	\$28,500	-	\$30,000	\$29,250
Nursing	BHS	7	\$50,000	\$39,000	\$42,900	\$50,000	\$44,940
Psychology	BHS	2	-	\$30,000	-	\$37,000	\$33,500
Recording Industry: Music Business	MC	2	-	\$21,000	-	\$33,000	\$27,000
Social Work	BHS	6	\$32,000	\$20,000	\$30,708	\$34,582	\$29,000

### Graduate and Professional School

Twenty-seven (27) graduates or 8.6% listed Graduate or Professional Schools as their primary plan. The largest number enrolled in a program at Middle Tennessee State University, with University of Tennessee being second. The following graduate and professional schools were reported:

- Alabama College of Osteopathic Medicine: Osteopathic Medical School
- Emory University: Public Health - Epidemiology
- Middle Tennessee State University: Accountancy (2)
- Middle Tennessee State University: Business Administration
- Middle Tennessee State University: Business Education
- Middle Tennessee State University: Computer Information Systems
- Middle Tennessee State University: Criminal Justice Administration
- Middle Tennessee State University: Curriculum and Instruction
- Middle Tennessee State University: Exercise Science
- Middle Tennessee State University: History
- Middle Tennessee State University: International Affairs - International Development & Globalization (2)
- Middle Tennessee State University: N/A
- Middle Tennessee State University: Nursing
- Middle Tennessee State University: Psychology (2)
- Nova Southeastern University: Business Administration
- University of Tennessee: Doctor of Pharmacy
- University of Tennessee: Social Work (2)
- Virginia Tech: Industrial Organizational Psychology

## Graduate Degree Results

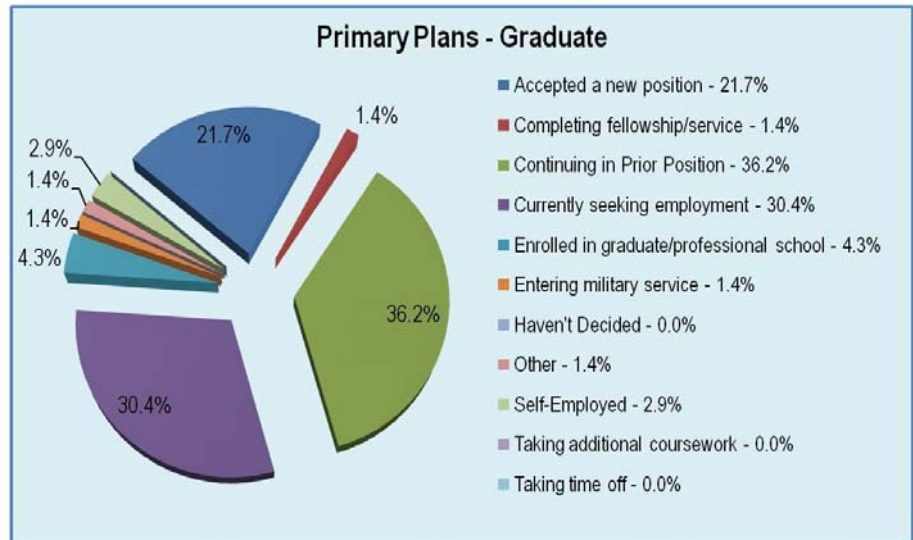
A total of 69 graduate degree majors responded to the survey out of 282 majors for an overall response rate of 24.5%.

College	1DS Responses	Grad. Degrees	Response Rate
Basic and Applied Science	12	50	24.0%
Behavioral and Health Sciences	16	32	50.0%
Business	14	73	19.2%
Education	20	60	33.3%
Liberal Arts	4	17	23.5%
Mass Communication	0	3	0.0%
University College	3	47	6.4%
<b>Total Graduate Degrees</b>	<b>69</b>	<b>282</b>	<b>24.5%</b>

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

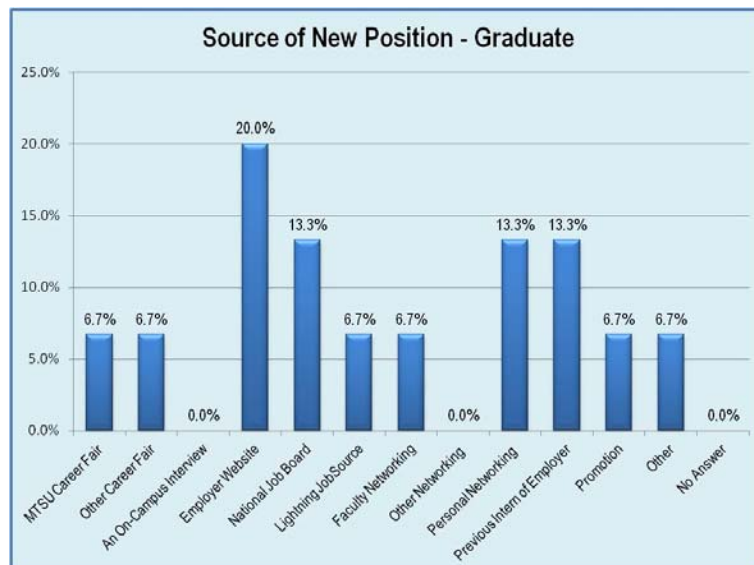
At the conclusion of the survey period, 30.4% were seeking employment, and 1.4% selected the Other category.

The remaining 68.2% of graduate degree recipients had plans implemented.\*



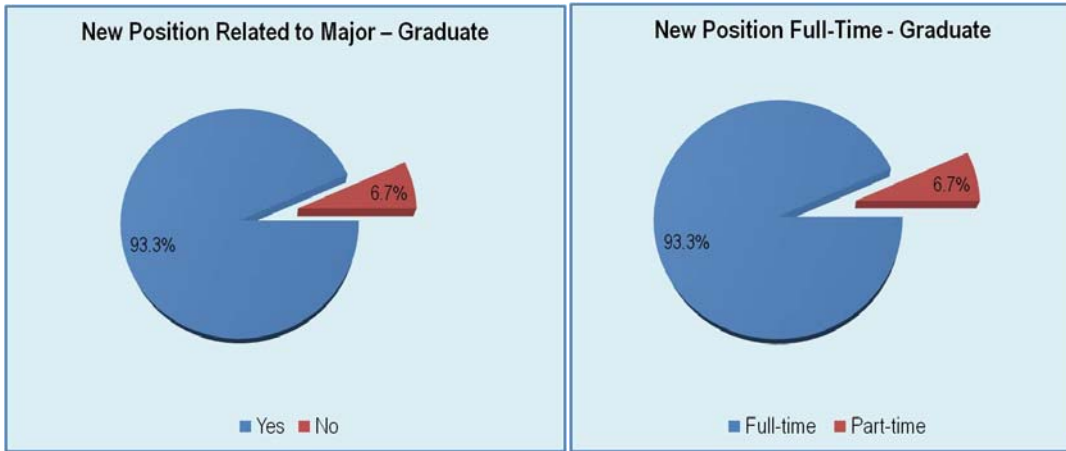
\* May not equal 100 percent due to rounding

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



The charts below show that 93.3% indicated their new position was related to their major and 93.3% of the positions were full-time.





**Employers**

Of the 14 reporting a Full-Time New Position as their primary plan, 12 listed the name of their employer:

Employer	Major	Number
Acadia Healthcare	Accounting	1
Bedford County Board of Education	Curriculum and Instruction (Masters - Specialist)	1
Centerstone	Professional Counseling (Masters)	1
Maury County Board of Education	Professional Counseling	1
McKenzie Medical Center	Nursing	1
Parallon Business Performance Group	Information Systems	1
SCARAB Behavioral Health Services	Psychology	1
State of Tennessee	Accounting	1
Stepping Stone Academy	Curriculum and Instruction (Masters - Specialist)	1
Tennessee Medicine and Pediatrics	Nursing	1
Vanderbilt Stallworth Rehabilitation Hospital	Nursing	1
Willis Group	Administration and Supervision (Masters - Specialist)	1
		<b>12</b>

**Location**

Of the 14 reporting a Full-Time New Position as their primary plan, 13 listed the location of their employment:

- Columbia TN
- Franklin, TN (2)
- McKenzie, TN
- Murfreesboro, TN
- Nashville, TN (6)
- Shelbyville, TN
- Smyrna, TN

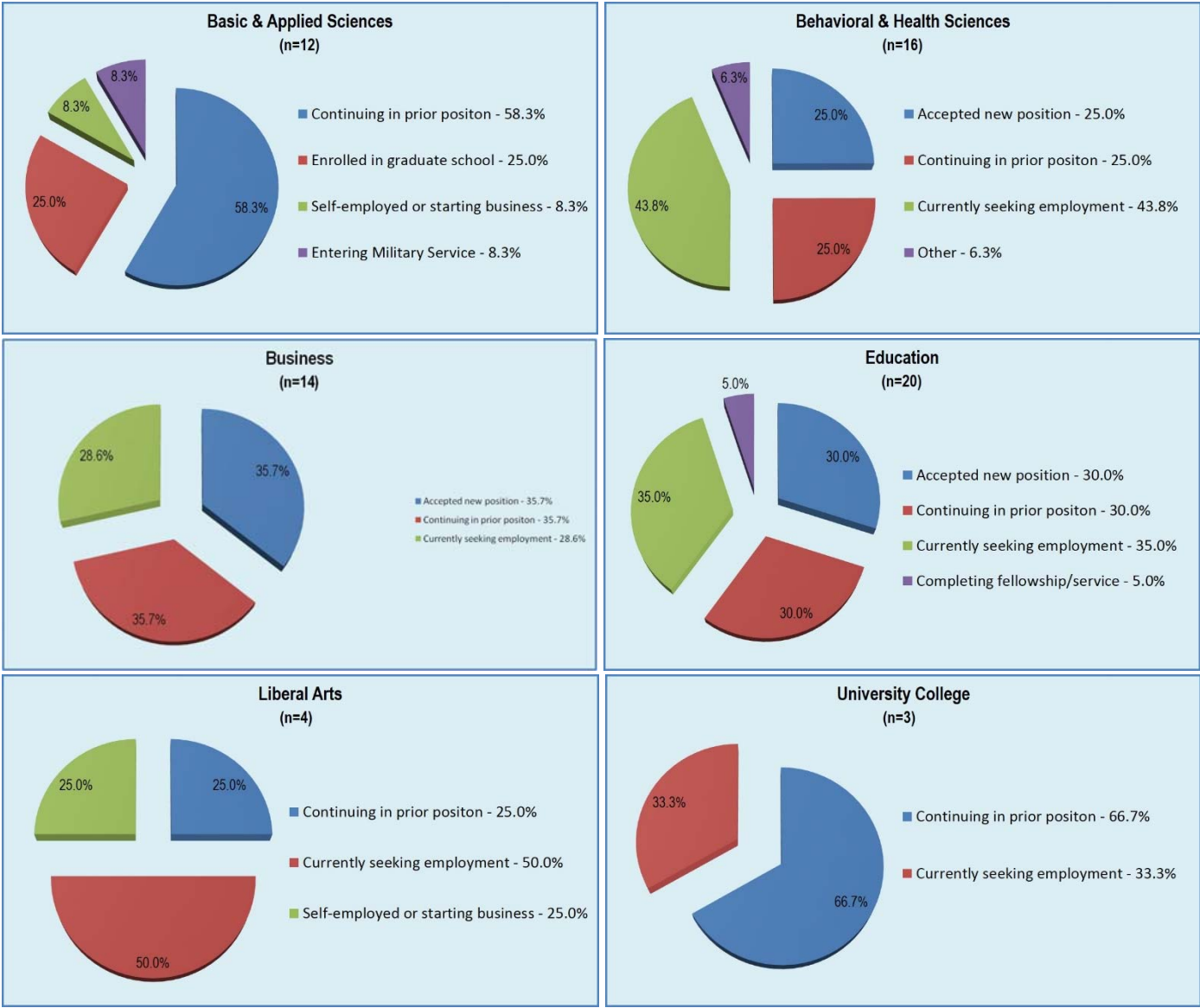
**Salary Averages**

Of the 14 reporting a Full-Time New Position as a primary plan, 13 reported their salary.

- Range: \$15,000 to \$93,600
- Midpoint: \$41,208
- Average: \$49,101
- Mode: \$40,000

**Primary Plans by College**

The following is a breakdown of Primary Plans by College for Graduate Majors.



**Salary Breakdown by Major**

Of the 14 reporting a Full-Time New Position as a primary plan, 13 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	-	\$43,500	-	\$50,000	\$46,750
Curriculum and Instruction	EDU	2	-	\$15,000	-	\$32,000	\$23,500
Nursing	BHS	3	-	\$68,000	\$72,000	\$93,600	\$77,866