



## December 2015 - 1st Destination Survey Results

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### Overview

The 14.5 % overall response rate for the December 2015 survey is the lowest response rate since beginning this process four years ago (22.2% in 2014, 18.9% in 2013, and 20.8% in 2012). Analysis is difficult with so little data being reported.

- Bachelor degree recipients with plans in place for December 2015 was 60.2% compared to 52.6% in 2014, 60.5% in 2013, and 60.6% in 2012.
- Bachelor degree recipients still seeking employment was 35.6% compared to 43.5% in 2014, 34.3% in 2013, and 32.6% in 2012.
- Graduate degree recipients with plans in place for December 2015 was 77.5% compared to 68.2% in 2014, 78.6% in 2013, and 64.8% in 2012.
- Graduate degree recipients still seeking employment was 22.5% compared to 30.4% in 2014, 19.6% in 2013, and 29.6% in 2012.

### 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

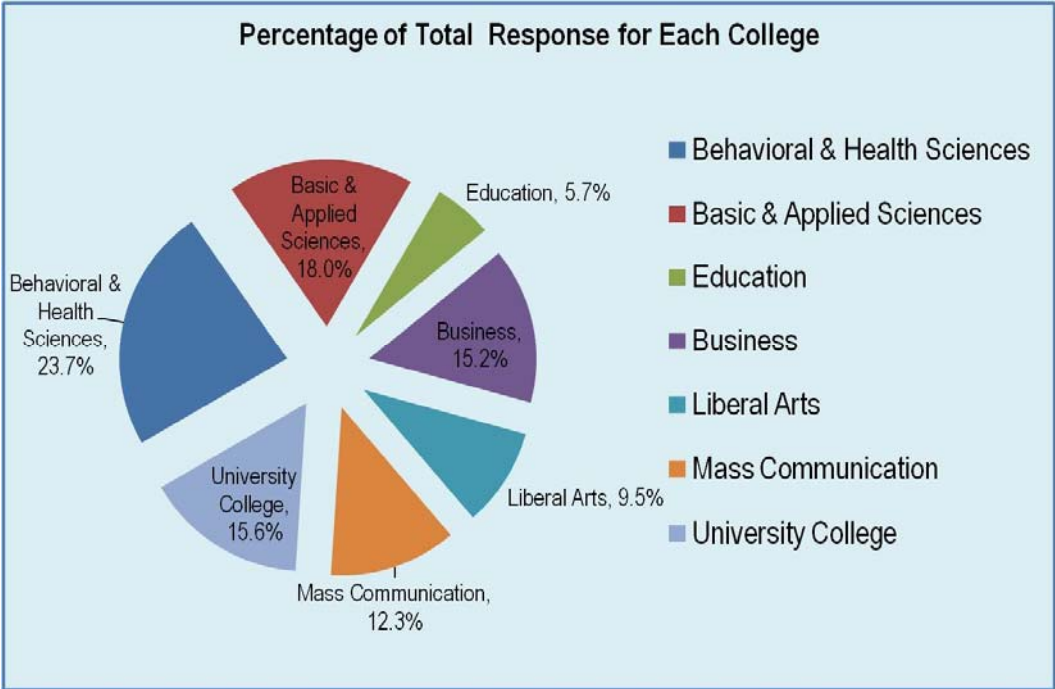
A total of 251 majors responded to the survey (baccalaureate and graduate). Two-Hundred Eleven (211) out of 1462 bachelor degree majors responded, and 40 of the 264 graduate degree majors responded. Combined, this represents a 14.5 % response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	211	1463	14.4%
Majors - Graduate	40	264	15.2 %
All	251	1726	14.5 %

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.



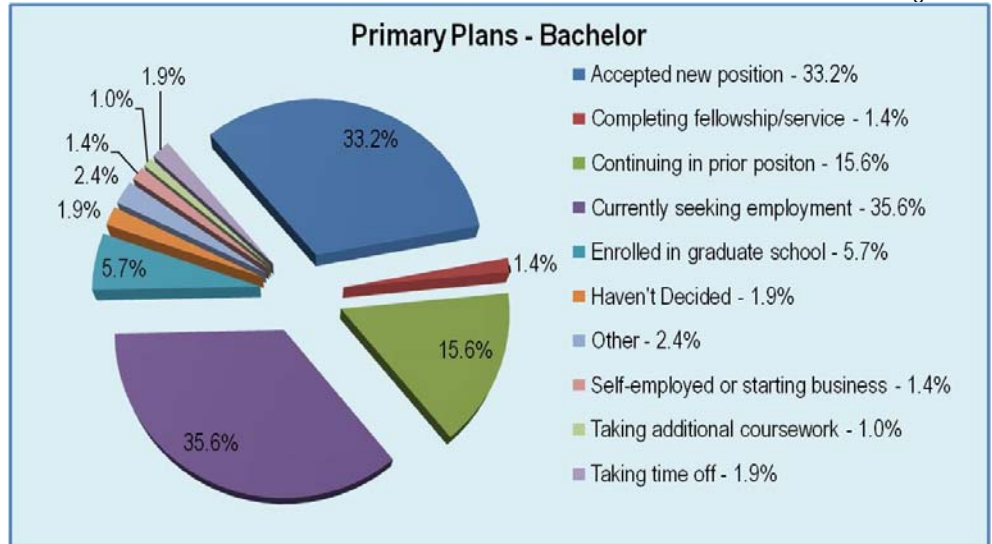
The chart below represents the response rate by college, based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Bachelor Majors	Response Rate
Basic and Applied Science	38	227	16.7 %
Behavioral and Health Sciences	50	358	14 %
Business	32	246	13 %
Education	12	55	21.8%
Liberal Arts	20	187	10.7 %
Mass Communication	26	181	14.4 %
University College	33	209	15.7 %
<b>Total Bachelor Degrees/Majors</b>	<b>211</b>	<b>1463</b>	<b>14.4%</b>

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

At the conclusion of the survey period, 35.6% were still seeking employment. Another 1.9% had yet to decide on a plan, and 2.4% selected the Other category.

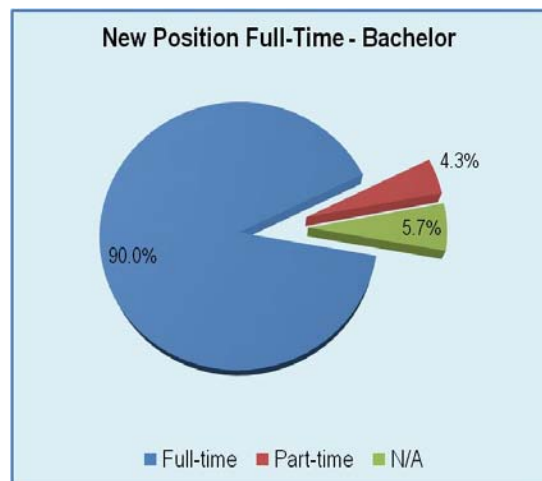
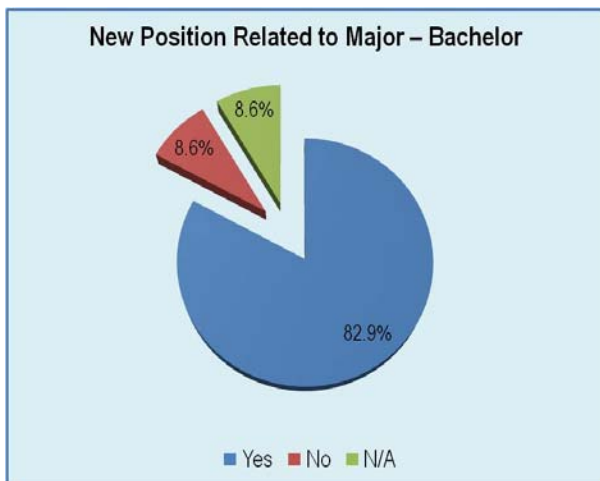
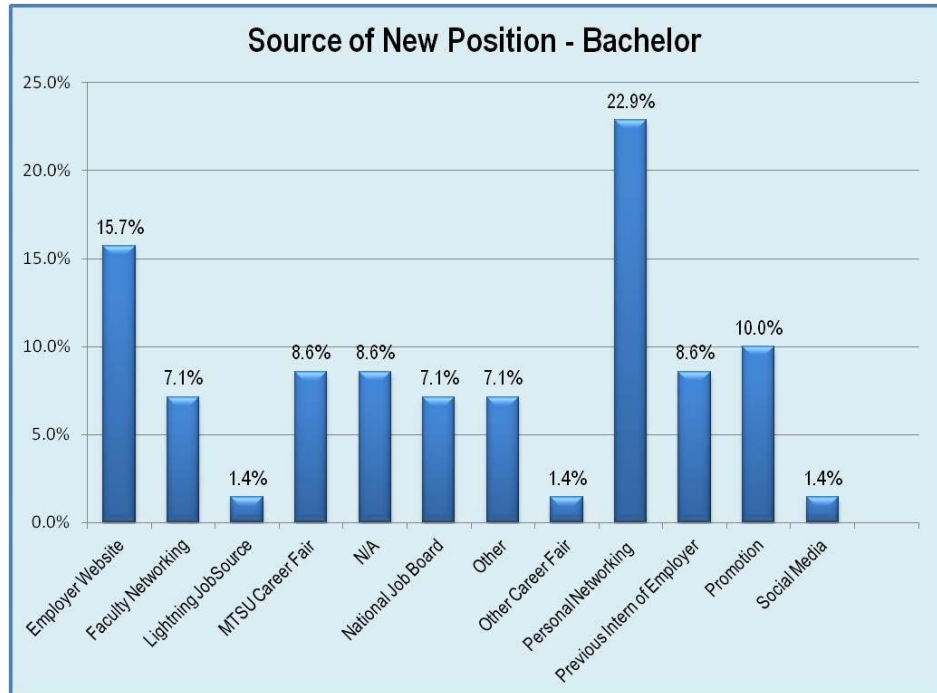
The remaining 60.2% of the graduating class had plans implemented.\*



\* 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, Employer Website, and Promotion. 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 82.9% indicated their new position was related to their major and 90.0% of the positions were full-time.



## Employers for New Employment

Of the 63 reporting a Full-Time New Position as their primary plan, 60 listed the name of their employer:

Employer	Major	Number
Acadia Healthcare	Accounting	1
Alliance Harsha Advertising	Mass Communication: Visual Communication	1
Arnold Thompson Alexander CPAs	Accounting	1
Bedford County Board of Education	Geosciences	1
Bedford County Board of Education	Interdisciplinary Studies	2
Berg	Biology	1
Calsonic Kansi	Engineering Technology: Mech Engr.	1
CIGNA	Finance: Business Finance	1
Community Care of Rutherford County	Social Work	1
Crowe Horwath	Accounting	1
Dayton Superior	Concrete Industry Management	1
Department of Children's Services	Social Work	3
Department of Veteran's Affairs	Nursing	1
EFC Systems Inc.	Computer Science	1
Endeavor Air	Aerospace: Pro Pilot	1
Enterprise	Mass Communication: Video & Film Production	1
Firetrol Protection Systems	Management	1
First Citizens National Bank	Finance: Business Finance	1
Granger Smith/Pioneer Entertainment	Recording Industry: Music Business	1
Health Connect America	Psychology	1
Lend Lease	Business Administration	1
Lyft	Mass Communication: Public Relations	1
M Force Staffing	Professional Studies (RODP)	1
Magnolia Regionap Health Center	Nursing	1
Mental Health Cooperative	Social Work	1
National Institute of Allergy and Infectious Disease, NIH	Biology	1
OHL	Information Systems	1
Old Time Pottery	Accounting	1
Park Center Nashville	Psychology	1
PepsiCo - Frito Lay	Professional Studies (RODP)	1
Prime Health Services	Information Systems	1
Primeritus Financial Services	Mass Communication: Journalism	1
Rutherford County Schools	English	1
Rutherford County Schools	Interdisciplinary Studies	1
Ryobi Die Casting	Psychology	1
Saint Thomas Rutherford Hospital	Nursing	1
Sarah Cannon Research Institution	Biochemistry	1
Siegel Middle School	Biology	1
Sinclair Broadcast Group	Mass Communication: Multimedia Journalism	1
Smyrna Air Center	Aerospace: Maintenance Mgmt.	1
St. Thomas Health	Nursing	2
Starbucks	History	1
State of Tennessee (Department of Revenue)	Accounting	1
TDOT	Marketing	1
Tennessee Titans	Mass Communication: Public Relations	1
Tulahoma News	Mass Communication	1
UBS	Finance: Business Finance	2
Vanderbilt University	Liberal Studies (RODP)	1
Vanderbilt University	Professional Studies (RODP)	1
Vanderbilt University Medical Center	Nursing	4
Wilson County Board of Education	Mathematics	2
<b>Total New Employment Acceptances</b>		<b>60</b>

### Location of New Employment

Of the 63 reporting a Full-Time New Position as their primary plan, 57 listed the location of their employment. The top cities are Nashville, TN with 21, followed by Murfreesboro, TN at 7.

- Atlanta, GA
- Austin, TX
- Bethesda, MD
- Brentwood, TN (3)
- Corinth, MS
- Dyersburg, TN
- Franklin, TN (4)
- Hendersonville, TN
- Lascassas, TN
- Lebanon, TN (2)
- Minneapolis, MN
- Mt. Juliet, TN
- Murfreesboro, TN (7)
- Nashville, TN (21)
- Pulaski, TN
- Savannah, GA
- Shelbyville, IN
- Shelbyville, TN (3)
- Smyrna, TN (2)
- Tullahoma, TN (2)
- Wartrace, TN

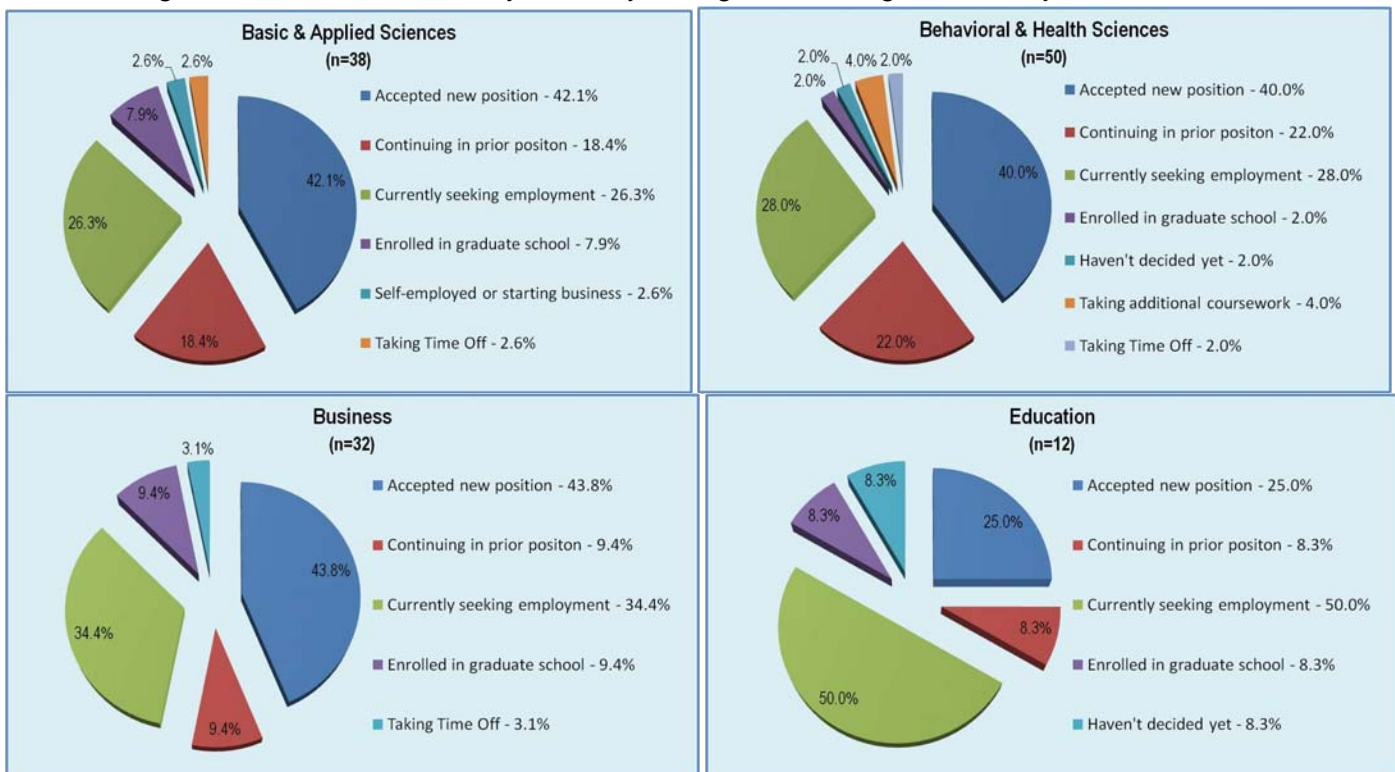
### Salary Averages of New Employment

Of the 63 reporting a Full-Time New Position as a primary plan, 49 reported their salary.

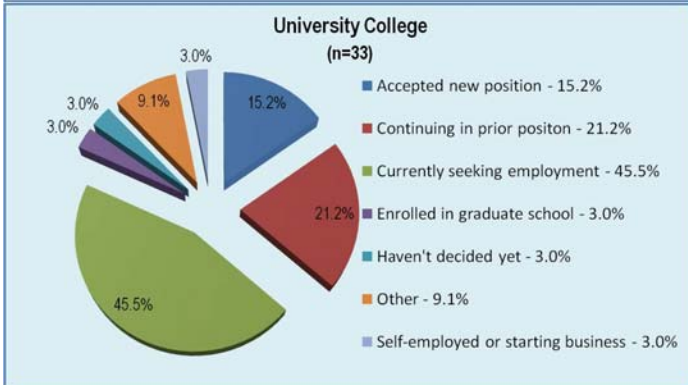
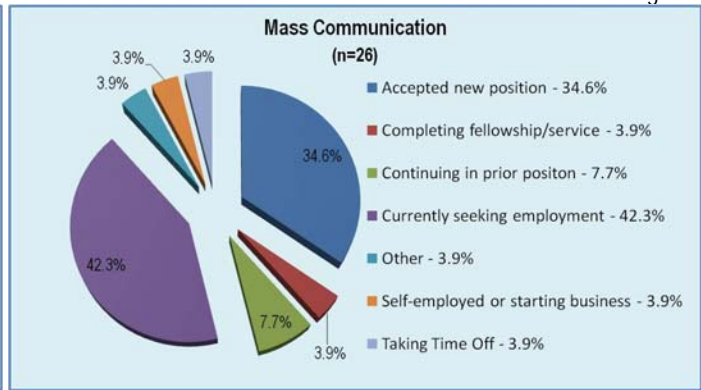
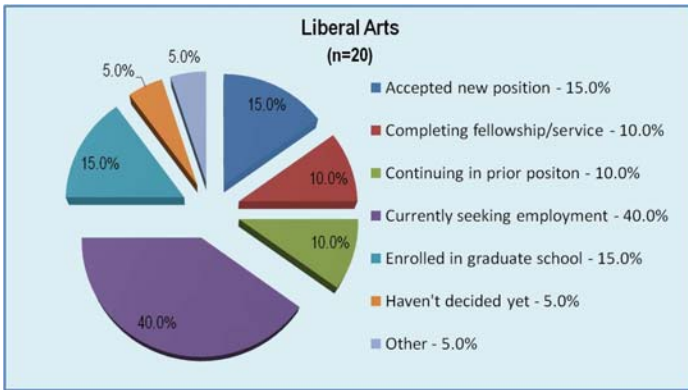
- Range: \$14,000 to \$72,000
- Midpoint: \$40,000
- Average: \$40,973
- Mode: \$35,000

### Primary Plans by College

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







### Salary Breakdown by Major

Of the 63 reporting a Full-Time New Position as a primary plan, 49 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	4	-	\$40,000	\$48,000	\$50,700	\$46,675
Concrete Industry Management	BAS	2	-	\$50,000	-	\$70,000	\$60,000
Finance: Business Finance	BUS	4	-	\$29,000	\$42,000	\$50,000	\$40,750
Interdisciplinary Studies	EDU	3	\$35,000	\$35,000	\$35,000	\$36,000	\$35,333
Liberal Studies	UC	2	-	\$35,000	-	\$42,600	\$38,800
Mathematics	BAS	2	-	\$38,000	-	\$39,000	\$38,500
Nursing	BHS	6	-	\$40,000	\$44,265	\$55,373	\$44,911
Professional Studies	UC	3	-	\$30,000	\$44,000	\$58,000	\$44,000
Psychology	BHS	3	-	\$20,000	\$25,000	\$72,000	\$39,000
Social Work	BHS	3	-	\$26,520	\$36,276	\$40,000	34,265

**Graduate and Professional School**

Twelve (12) graduates or 5.69% 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:

- Middle Tennessee State University: Accounting (2)
- Middle Tennessee State University: Aviation Management
- Middle Tennessee State University: English
- Middle Tennessee State University: Healthcare Management
- Middle Tennessee State University: International Affairs
- Middle Tennessee State University: Quantitative Psychology
- University of Tennessee Knoxville
- University of Tennessee Knoxville: Teacher Education
- WGU of Tennessee: Healthcare Management

**Graduate Degree Results**

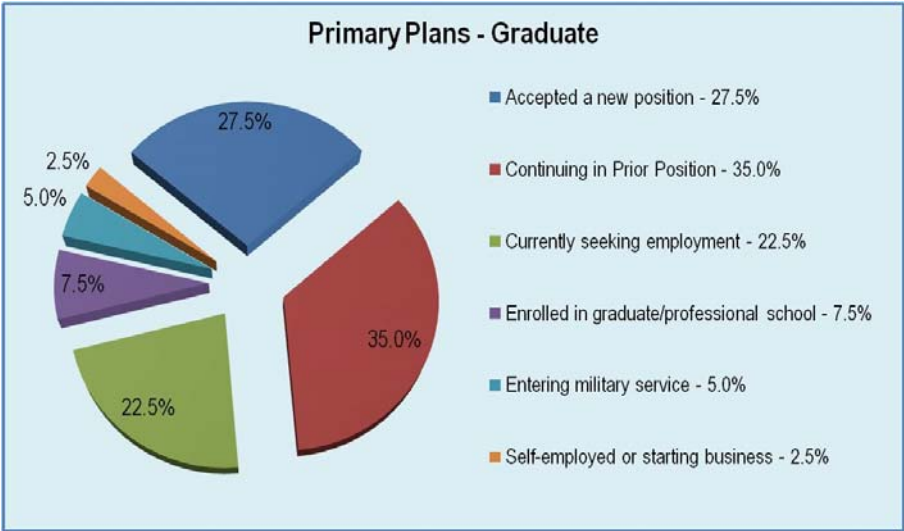
A total of 40 graduate degree majors responded to the survey out of 264 majors for an overall response rate of 15.2%.

College	1DS Responses	Grad. Degrees	Response Rate
Basic and Applied Science	5	50	10 %
Behavioral and Health Sciences	6	21	28.6 %
Business	18	74	24.3 %
Education	6	58	10.3 %
Liberal Arts	2	17	11.8 %
Mass Communication	2	7	28.6 %
University College	1	37	2.7 %
<b>Total Graduate Degrees</b>	<b>40</b>	<b>264</b>	<b>15.2 %</b>

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

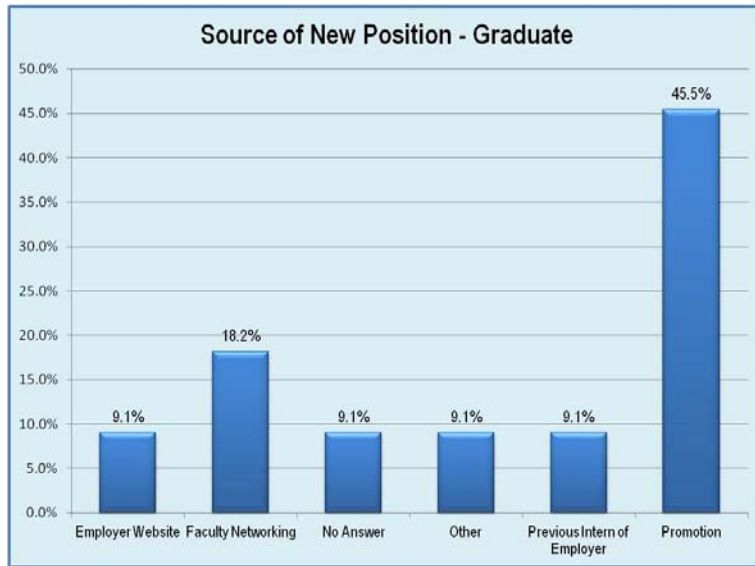
At the conclusion of the survey period, 22.5% were seeking employment.

The remaining 77.5% of graduate degree recipients had plans implemented.\*

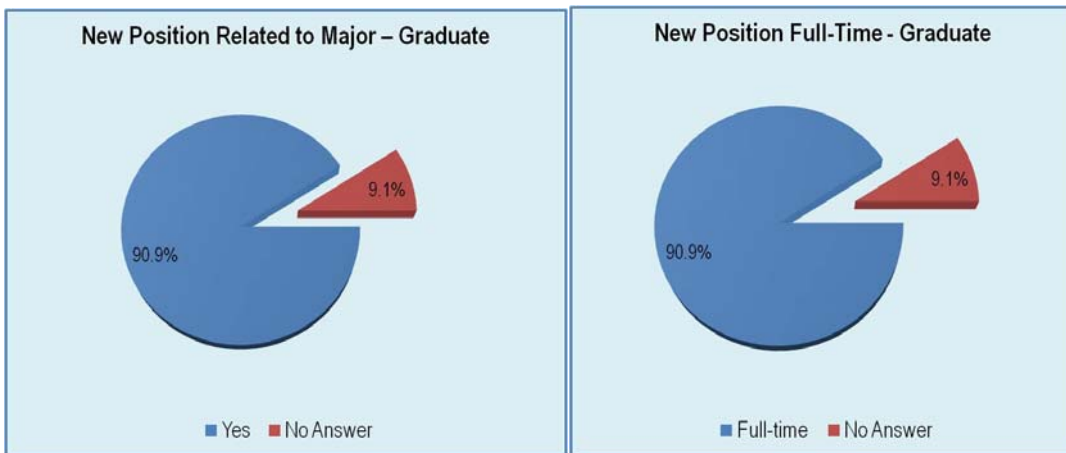


\* May not equal 100 percent due to rounding

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



The charts below show that 90.9% indicated their new position was related to their major and 90.9% of the positions were full-time.



**Employers**

Of the 11 reporting a Full-Time New Position as their primary plan, 8 listed the name of their employer:

Employer	Major	Number
Corps of Engineers	Engineering Technology	1
Crowe Horwath	Accounting	1
Hospital Corporation of America	Accounting	1
Puryear Hamilton Hausman & Wood	Accounting	1
Saint Thomas Health	Nursing	1
Skin and Allergy Center	Nursing	1
TriStar Skyline Medical Center	Business Administration	1
U.S. Bank	Management	1
		<b>8</b>



### Location

Of the 11 reporting a Full-Time New Position as their primary plan, 9 listed the location of their employment:

- Franklin, TN (2)
- Louisville, KY
- Murfreesboro, TN
- Nashville, TN (3)
- Spring Hill, TN
- Tullahoma, TN

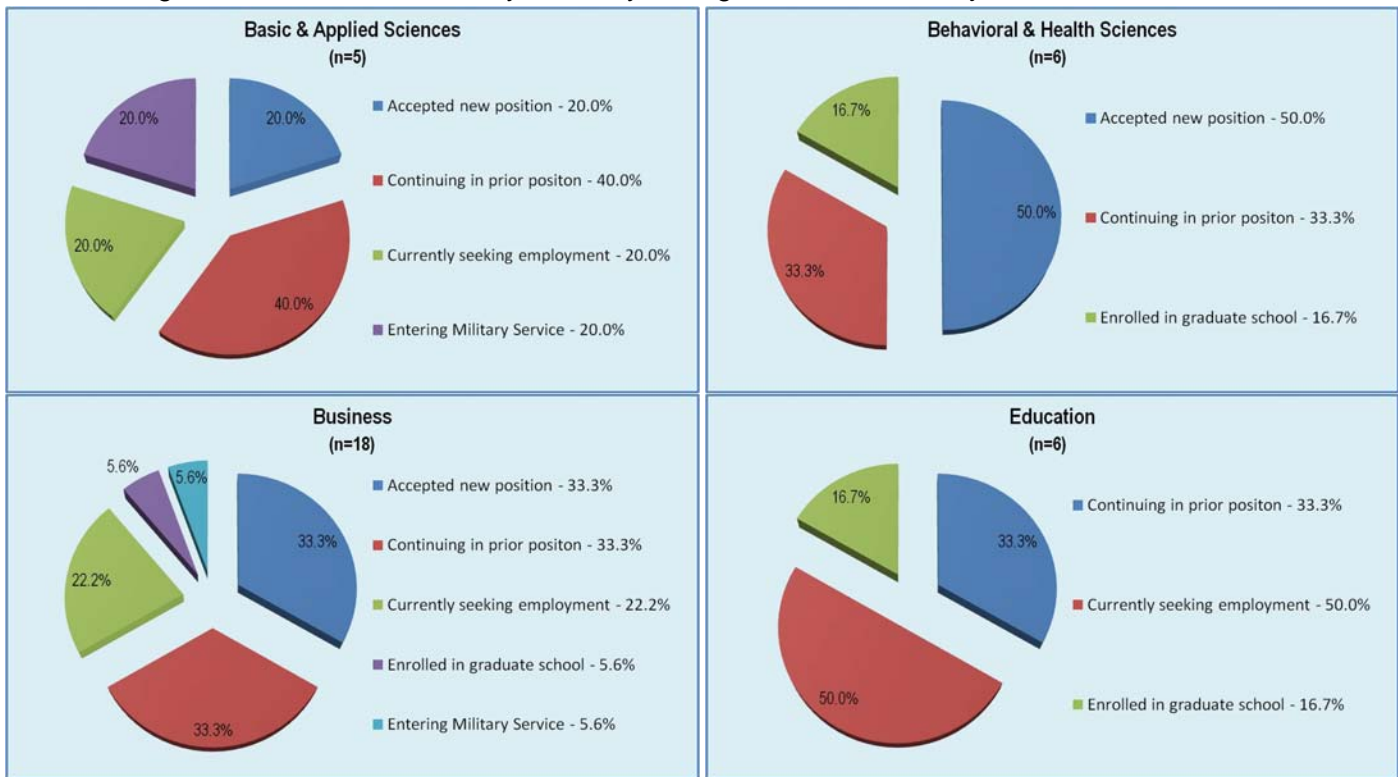
### Salary Averages

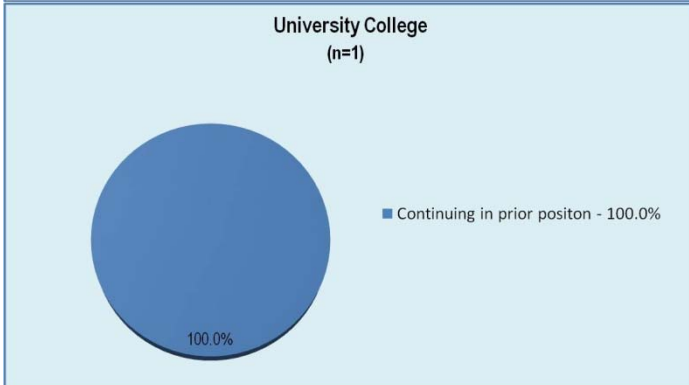
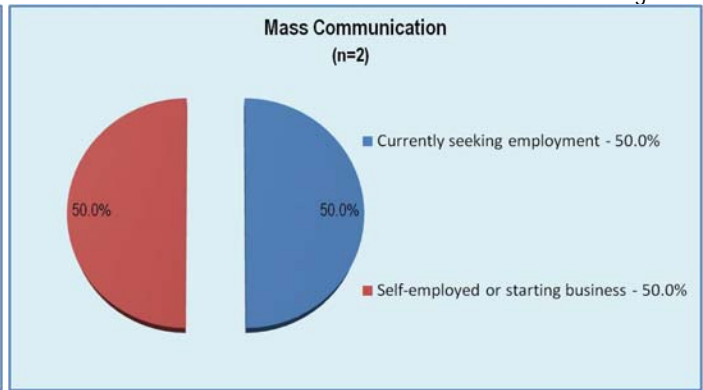
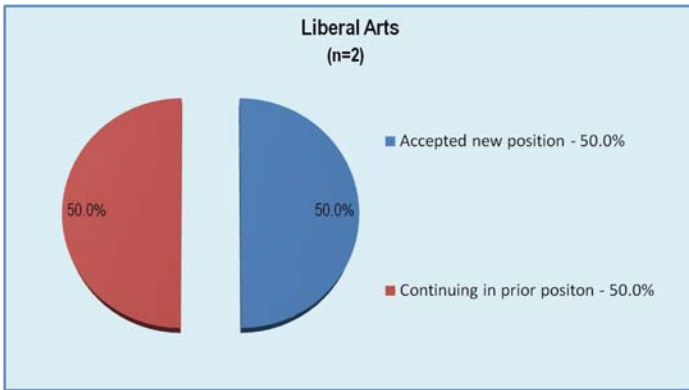
Of the 11 reporting a Full-Time New Position as a primary plan, 8 reported their salary.

- Range: \$40,000 to \$100,000
- Midpoint: \$58,500
- Average: \$63,000
- Mode: \$ -

### Primary Plans by College

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





**Salary Breakdown by Major**

Of the 11 reporting a Full-Time New Position as a primary plan, 8 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	3	-	\$40,000	\$45,000	\$52,000	\$45,667
Nursing	BHS	2	-	\$56,000	-	\$85,000	\$70,500