



August 2016 - 1st Destination Survey Results

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Overview

The August 2016 survey begins the fifth year of using the *1st Destination Survey* format. The August response rate is historically the lowest of the three graduations. The bachelor degree response rate is 15.4%, with a five-year range of 9.9% to 16.5%. The graduate degree response rate is 21.7%, the highest August response rate for the past five years. The five-year range is 14.5% to 21.7%. The following two charts show percentages of Plans in Place and Still Seeking for bachelor and graduate degrees for the past five years.

Year-Degree	Plans in Place	Still Seeking	Response Rate
August 2016 - Bachelor	53.9%	37.1%	15.4%
August 2015 - Bachelor	64.5%	32.7%	16.4%
August 2014 - Bachelor	64.7%	29.4%	16.5%
August 2013 - Bachelor	72.2%	26.3%	12.2%
August 2012 - Bachelor	70.6%	23.5%	9.9%

Year-Degree	Plans in Place	Still Seeking	Response Rate
August 2016 - Graduate	86.4%	11.9%	21.7%
August 2015 - Graduate	81.7%	15.2%	14.5%
August 2014 - Graduate	87.7%	12.2%	18.2%
August 2013 - Graduate	89.8%	7.7%	19.2%
August 2012 - Graduate	77.5%	20.0%	15.7%

Survey Administration

Three email surveys are sent using Emma Email Marketing. The first survey goes to students who had applied for graduation with the Registrar's Office. The second and third surveys go to students on the Registrar's official list of graduates. Graduates' primary and secondary email addresses are used. The survey is 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. Graduates self-report their major, which is often incorrect, so the results may not match Banner.
3. In the case of multiple responses, only the most recent responses are counted using the last time-stamped entry.
4. Dual majors are counted twice, once for each major. Total responses reflect the number of majors, not graduates.

Response Rate

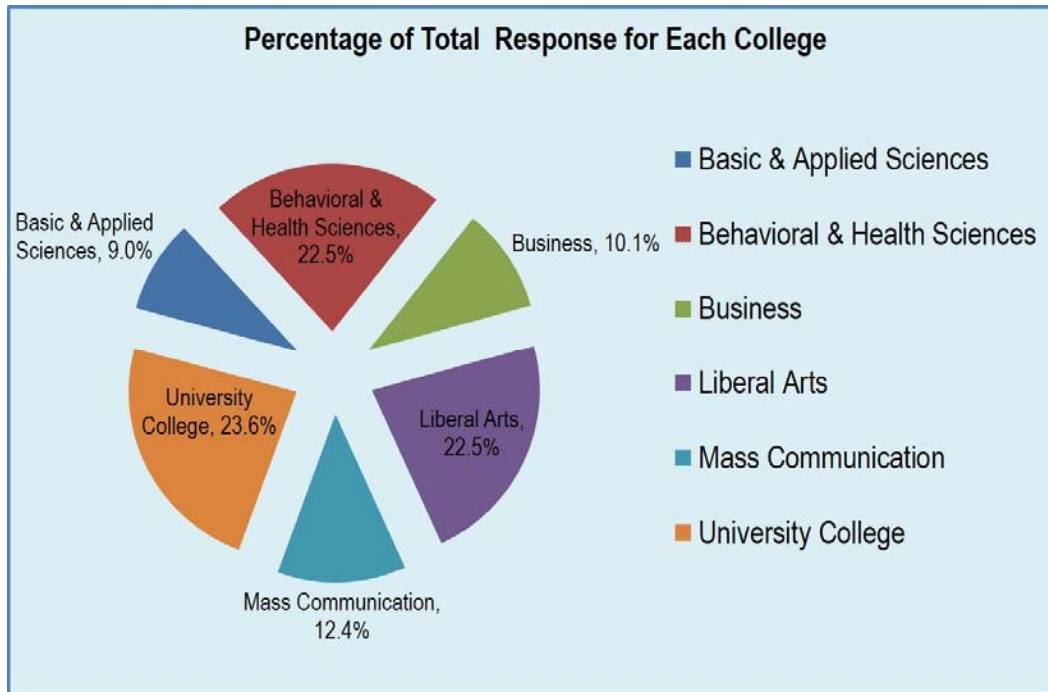
A total of 148 majors responded to the survey (baccalaureate and graduate). Eighty-nine (89) out of 578 bachelor degree majors responded and 59 of the 272 graduate degree majors responded. Combined, this represents a 17.4% response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	89	578	15.4%
Majors - Graduate	59	272	21.7%
All	148	850	17.4%

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.



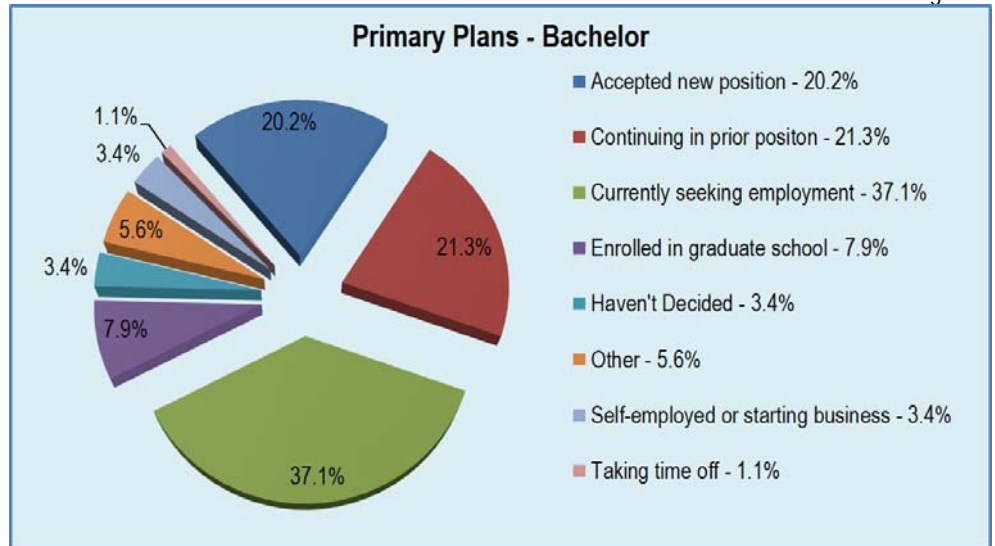
The chart below represents the response rate by college, based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Bachelor Majors	Response Rate
Basic and Applied Science	8	82	9.8%
Behavioral and Health Sciences	20	151	13.2%
Business	9	90	10.0%
Education	0	2	0.0%
Liberal Arts	20	75	26.7%
Mass Communication	11	67	16.4%
University College	21	111	18.9%
Total Bachelor Degrees/Majors	89	578	15.4%

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

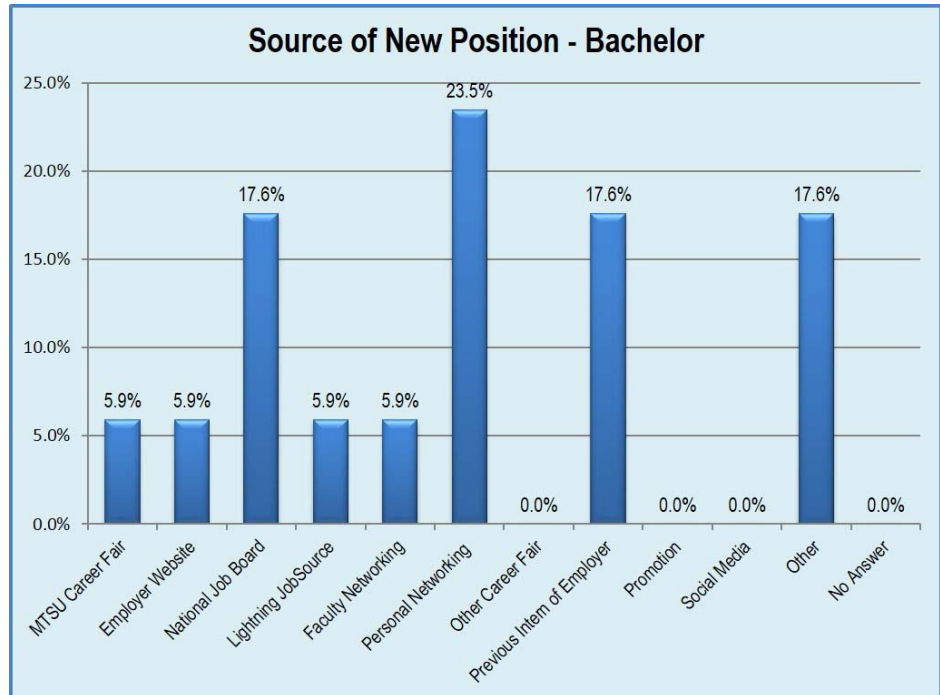
At the conclusion of the survey period, 37.1% were still seeking employment. Another 3.4% had yet to decide on a plan; and 5.6% selected the Other category.

The remaining 53.9% of the graduating class had plans implemented.*

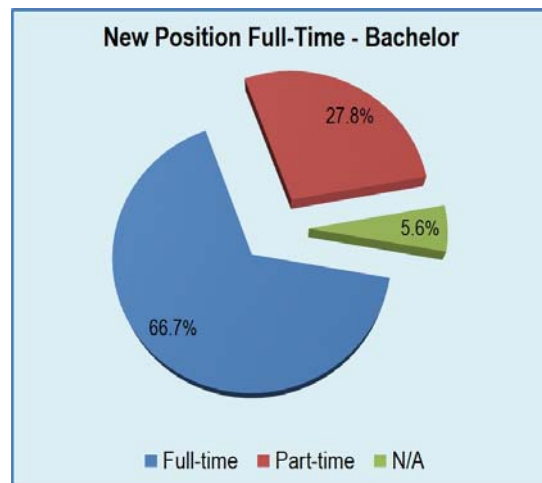
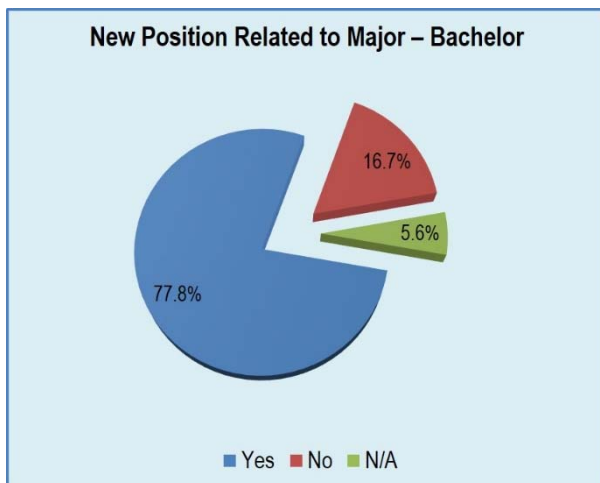


* May not equal 100 percent due to rounding

The chart to the right illustrates how new bachelor positions were secured. The top 4 sources are Personal Networking, National Job Board, Previous Intern of Employer, and ther



The charts below show that 77.8% indicated their new position was related to their major and 66.7% of the positions were full-time.



Employers for New Employment

Of the 18 reporting a Full-Time New Position as their primary plan, 12 listed the name of their employer:

Employer	Major	Number
DC Department of Small and Local Business Development	Business Administration	1
Enterprise	Mass Communication: Multimedia Journalism	1
ESC Lab Services	Exercise Science	1
Lincoln Property	Professional Studies (RODP)	1
Murfreesboro Athletic Club	Mass Communication: Video & Film Production	1
Nissan	Liberal Studies (RODP)	1
Optum	Organizational Communications	1
RHA	Biology	1
Traditions of Spring Hill	Global Studies	1
USA Health Advisors	Psychology	1
Vi-Jon	Liberal Studies (RODP)	1
XO Communications	International Relations	1
Total New Employment Acceptances		12

Location of New Employment

Of the 18 reporting a Full-Time New Position as their primary plan, 12 listed the location of their employment. The top cities are Nashville, TN with 4, followed by Murfreesboro, TN at 3.

- Franklin, TN
- Mt. Juliet, TN
- Smyrna, TN
- Spring Hill, TN
- Washington, D.C.
- Murfreesboro, TN (3)
- Nashville, TN (4)

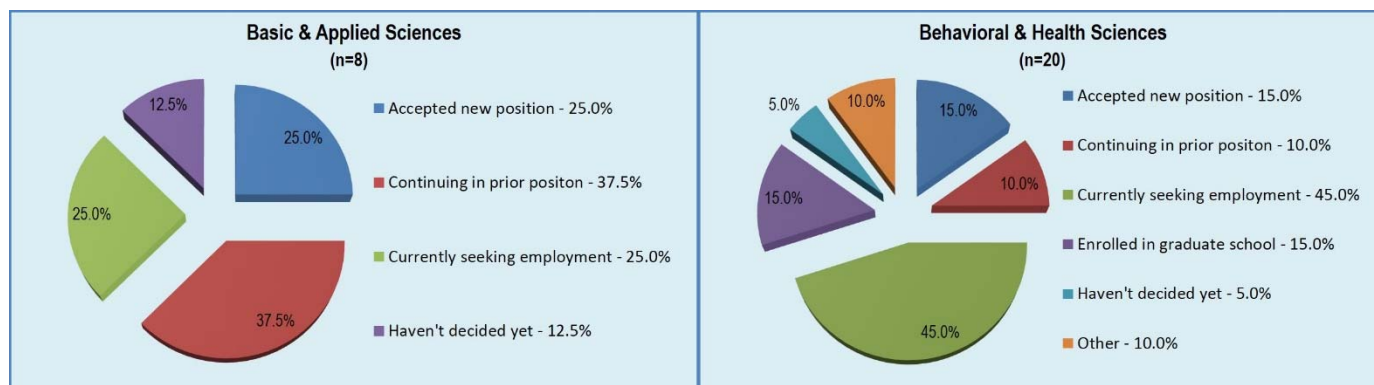
Salary Averages of New Employment

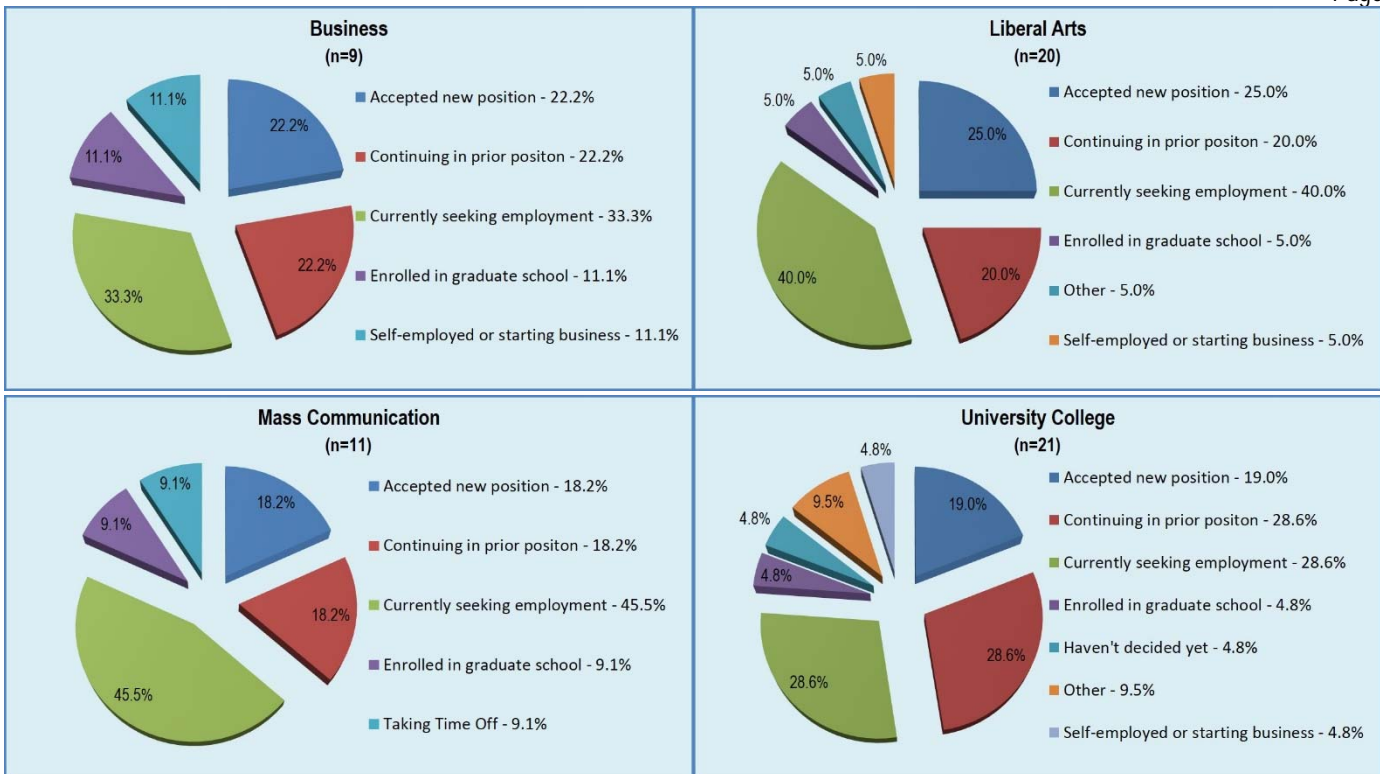
Of the 18 reporting a Full-Time New Position as a primary plan, 8 reported their salary.

- Range: \$37,000 to \$68,000
- Average: \$48,875
- Midpoint: \$46,500
- Mode: N/A

Primary Plans by College

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





Salary Breakdown by Major

Of the 18 reporting a Full-Time New Position as a primary plan, 8 reported their salary. There was not enough data to provide a salary breakdown.

Graduate and Professional School

Seven (7) graduates or 7.9% listed Graduate or Professional Schools as their primary plan. The following graduate and professional schools were reported:

- Lipscomb University: Psychology
- Middle Tennessee State University: Accounting
- Middle Tennessee State University: Administration and Supervision
- Middle Tennessee State University: School Psychology
- Middle Tennessee State University: Strategic Leadership
- University of Maryland: Cybersecurity Technology
- University of Memphis: Social Work

Graduate Degree Results

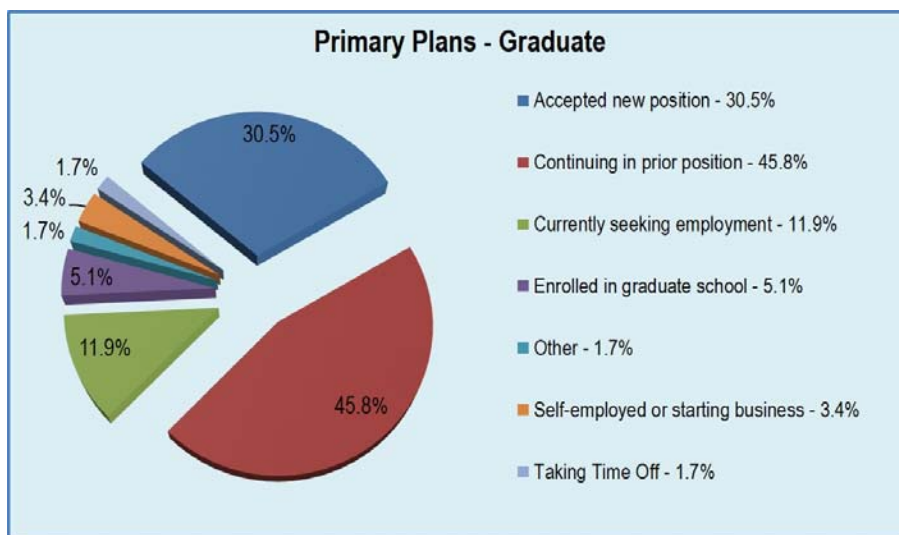
A total of 59 graduate degree majors responded to the survey out of 272 majors for an overall response rate of 21.7%.

College	1DS Responses	Grad. Degrees	Response Rate
Basic and Applied Science	9	43	20.9%
Behavioral and Health Sciences	13	37	35.1%
Business	16	67	23.9%
Education	13	77	16.9%
Liberal Arts	5	20	25.0%
Mass Communication	2	5	40.0%
University College	1	23	4.3%
Total Graduate Degrees	59	272	21.7%

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

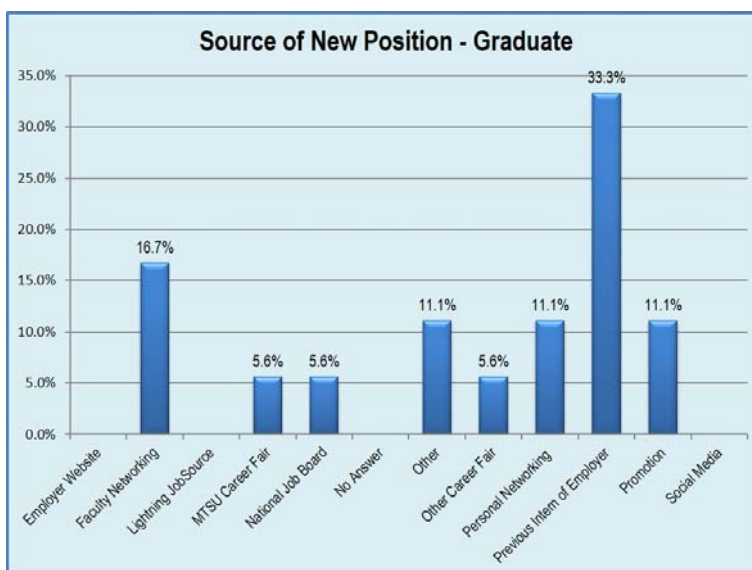
At the conclusion of the survey period, 11.9% were seeking employment, and 1.7% chose Other.

The remaining 86.4% of graduate degree recipients had plans implemented.*

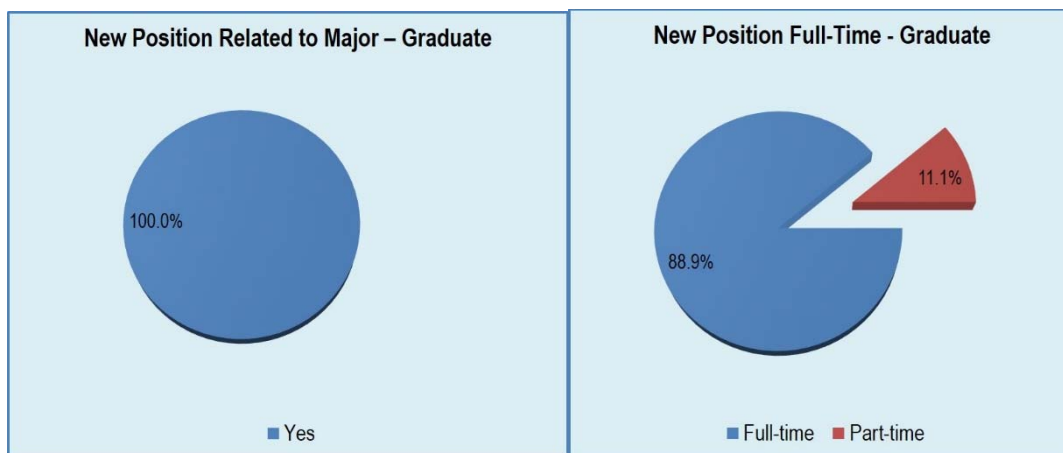


* May not equal 100 percent due to rounding

The chart to the right illustrates how the new positions were obtained. Previous intern of Employer was the most often cited source at 33.3%, followed by Faculty Networking at 16.7%.



The charts below show that 100.0% indicated their new position was related to their major and 88.9% of the positions were full-time.



Employers

Of the 18 reporting a Full-Time New Position as their primary plan, 16 listed the name of their employer:

Employer	Major	Number
AMEC Foster-Wheeler	Geosciences	1
Campbell County Board of Education	Administration and Supervision (Masters - Specialist)	1
Davidson County Mental Health Court	Social Work	1
Deloitte	Accounting	2
Dollar General	Psychology	1
Hospital Corporation of America	Nursing	1
James Madison University	Mathematics and Science Education (Ph. D)	1
Langston University	English	1
LBMC	Accounting	1
Middle Tennessee State University	Computer Science	1
Optum	Information Systems	1
PricewaterhouseCoopers	Accounting	1
Rutherford County Board of Education	Literacy (Masters)	1
Saint Thomas	Nursing	1
Williamson County Exposition Center	Horse Science (Masters)	1
		16

Location

Of the 18 reporting a Full-Time New Position as their primary plan, 14 listed the location of their employment:

- Atlanta, GA
- Brentwood, TN
- Franklin, TN
- Goodlettsville, TN
- Harrisonburg, VA
- Jacksboro, TN
- Jasper, TN
- Langston, OK
- Murfreesboro, TN
- Nashville, TN (2)
- New York, NY
- Smyrna, TN
- Taylor, TX

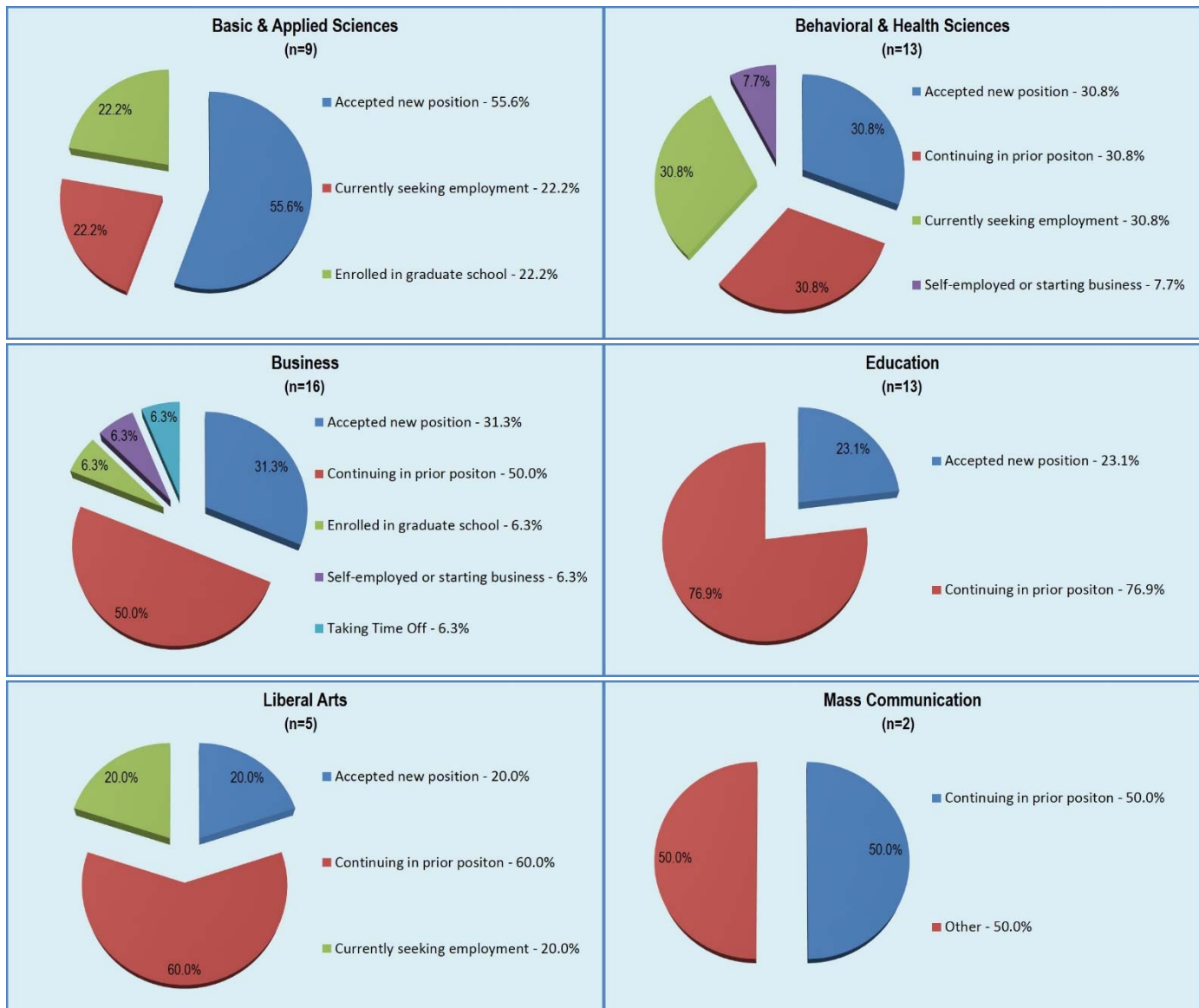
Salary Averages

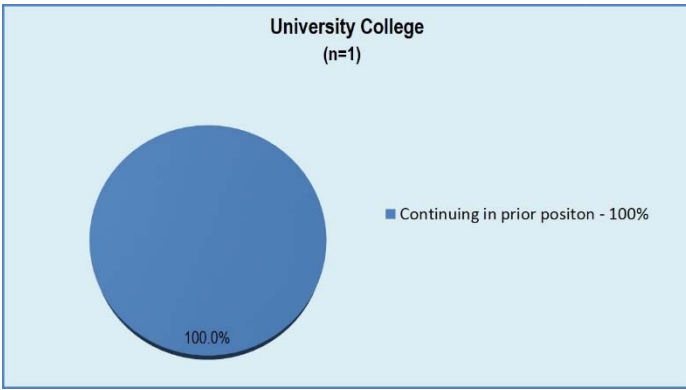
Of the 18 reporting a Full-Time New Position as a primary plan, 10 reported their salary.

- Range: \$38,312 to \$68,000
- Average: \$51,047
- Midpoint: \$53,750
- Mode: \$55,000

Primary Plans by College

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





Salary Breakdown by Major

Of the 18 reporting a Full-Time New Position as a primary plan, 10 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	-	\$52,000	\$55,000	\$59,000	\$55,500