



August 2017 - 1st Destination Survey Results

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Overview

The August 2017 survey begins the sixth year of using the *1st Destination Survey* format. The August response rate is historically the lowest of the past four graduations. The bachelor degree response rate is 13.4%, with a six-year range of 9.9% to 16.5%. The graduate degree response rate is 25.8%, the highest August response rate for the past six years. The six-year range is 14.5% to 25.8%. 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 2017 - Bachelor	79.2%	20.8%	13.4%
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 2017 - Graduate	66.1%	33.9%	25.8%
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

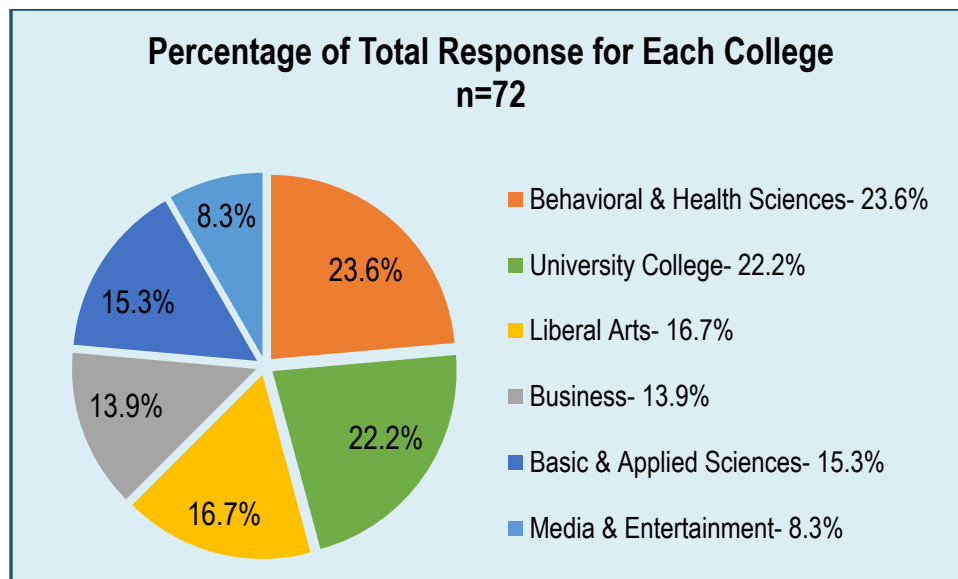
A total of 118 majors responded to the survey (baccalaureate and graduate). 72 out of 536 bachelor degree majors responded and 56 of the 217 graduate degree majors responded. Combined, this represents a 17.0% response rate.

Majors	1DS Responses	Total # Majors	Response Rate
Majors - Bachelor	72	536	13.4%
Majors - Graduate	56	217	25.8%
All	128	753	17.0%

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

Overall Bachelor Major Results

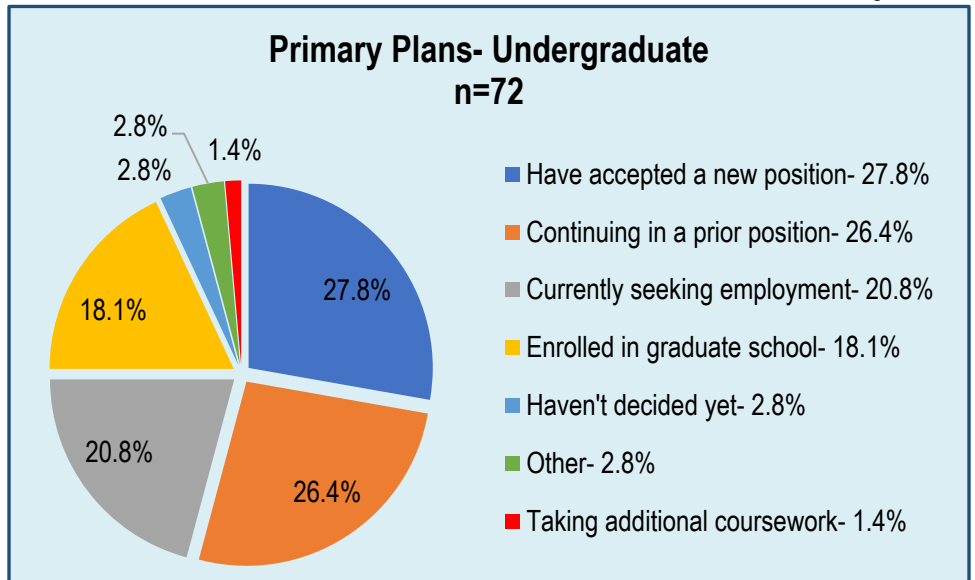
The chart below represents the percentage of total bachelor major responses from each college.



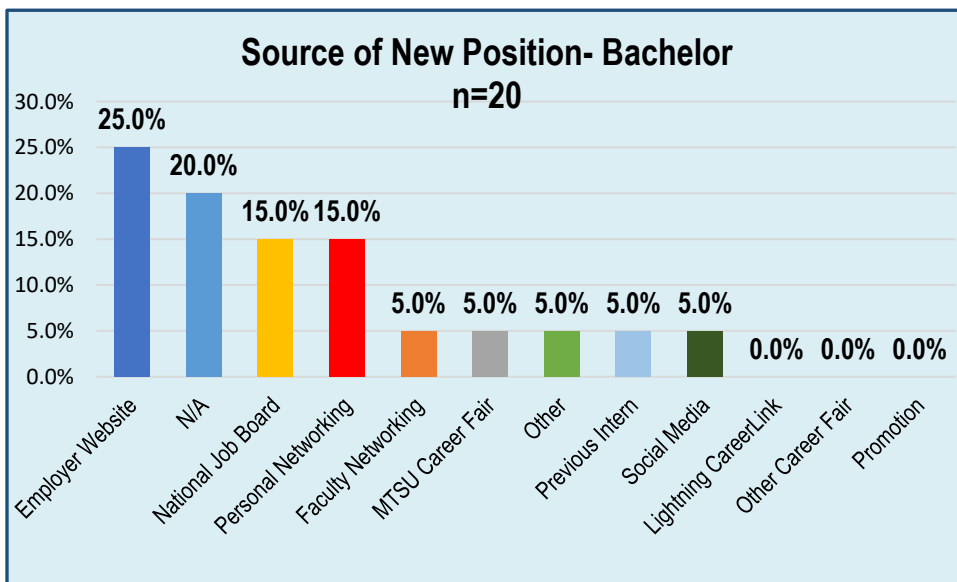
The chart below represents the response rate by college, based upon the number of bachelor degree majors awarded by each college.

College	1DS Responses	Bachelor Majors	Response Rate
Basic and Applied Science	11	84	13.1%
Behavioral and Health Sciences	17	155	11.0%
Business	10	74	13.5%
Education	0	2	0.0%
Liberal Arts	12	67	17.9%
Media & Entertainment	6	44	13.6%
University College	16	110	14.5%
Total Bachelor Degrees/Majors	72	536	13.4%

This chart represents the primary plans for the upcoming year for bachelor degree recipients. At the conclusion of the survey period, 20.8% were still seeking employment. Another 2.8% had yet to decide on a plan and 2.8% selected the Other category. The remaining 53.9% of the graduating class had plans implemented.*

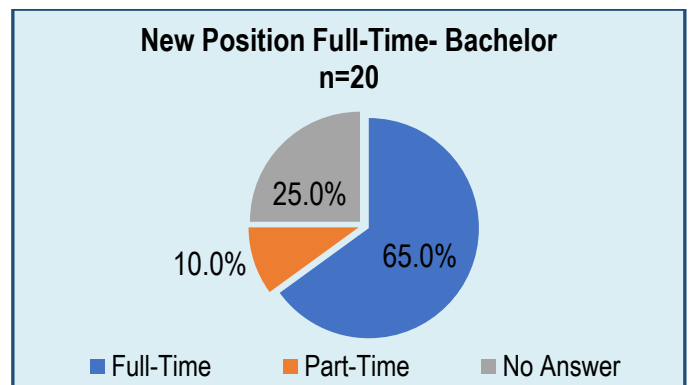
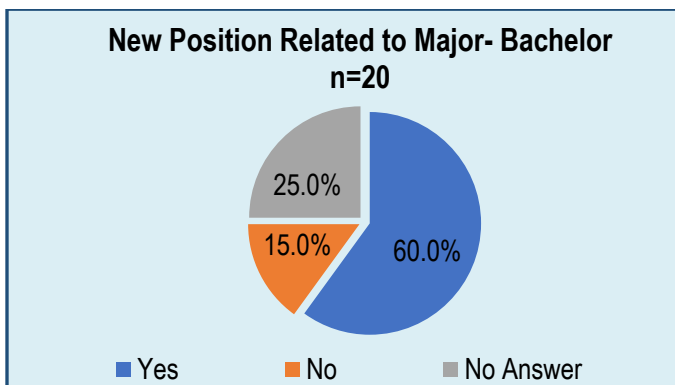


* Percentages may not equal 100% due to rounding.



The chart to the right illustrates how new bachelor positions were secured. The top four (4) sources are **Employer Networking (25%)**, **No Response (20%)**, **National Job Boards (15%)**, and **Personal Networking (15%)**.

The charts below show that 60% indicated their new position relates to their major and 65% of the positions were full-time.



Employers for New Employment

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

Employer	Major	Number
Amazon	Integrated Studies	1
Asurion	Computer Science	1
Barton Associates	Mass Communication: Public Relations	1
Bowdoin Recovery Services, LLC	Family and Consumer Science	1
Complex care solutions	Information Systems	1
Faith Preschool Academy	Family and Consumer Science	1
HCA	Accounting	1
ICON	Biology	1
Lyft	Mass Communication: Advertising	1
Rutherford County Schools	Art Education	1
TeeBeeJets	Aerospace: Pro Pilot	1
Tennessee Department of Revenue	Global Studies	1
Total New Employment Acceptances		13

Location of New Employment

Of the 13 reporting a Full-Time New Position as their primary plan, all 13 listed the location of their employment. The top cities are Nashville, TN with 6, followed by Murfreesboro, TN at 2.

- Brentwood, TN (1)
- Greensboro, NC (1)
- Murfreesboro, TN (2)
- Nashville, TN (6)
- Olive Branch, MS (1)
- Smyrna, TN (1)
- West Palm Beach, FL (1)

Salary Averages of New Employment

Of the 13 reporting a Full-Time New Position as a primary plan, 12 reported their salary.

- Range: \$24,950 - \$58,000
- Midpoint: \$33,100
- Average: \$36,595
- Mode: \$40,000

Salary Breakdown by Major

Of the 13 reporting a Full-Time New Position as a primary plan, 12 reported their salary. There was not enough data to provide a graphical salary breakdown; all given salaries are listed below.

Major	Salary
Aerospace: Pro Pilot	\$30,000.00
Art Education	\$40,000.00
Biology	\$40,000.00
Computer Science	\$58,000.00
Concrete Industry Management	\$51,500.00
Family and Consumer Science	\$24,950.00
Family and Consumer Science	\$31,200.00
Global Studies	\$26,028.00
Information Systems	\$46,500.00
Integrated Studies	\$24,960.00
Mass Communication: Advertising	\$31,000.00
Mass Communication: Public Relations	\$35,000.00

Graduate and Professional School

Thirteen (13) graduates, or 18.1%, listed Graduate or Professional Schools as their primary plan. 11 respondents reported the name of their graduate/ professional school:

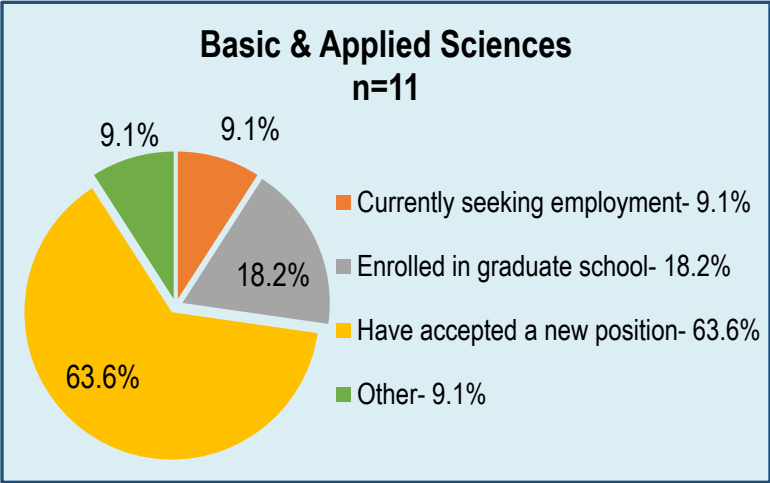
- Austin Peay State University: Public Health Education
- Ball State University: Student Affairs Administration in Higher Education
- East Tennessee State University: Communication Sciences & Disorders
- East Tennessee State University: Speech-Language Pathology
- Middle Tennessee State University: Aviation
- Middle Tennessee State University: Nursing
- Tennessee State University: Instructional Leadership
- Trevecca Nazarene University: Organizational Leadership (2)
- University of Tennessee - Health Science Center: Audiology
- University of Tennessee - Knoxville: Public Policy and Public Administration

College of Basic & Applied Sciences: Overview

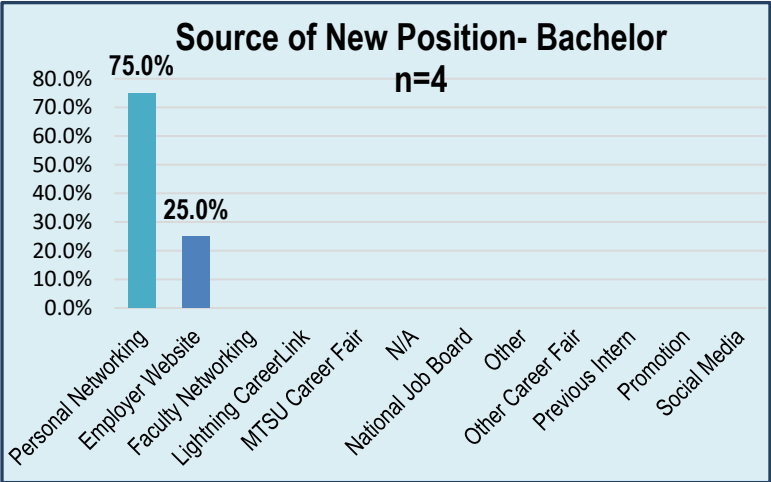
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the survey period, 9.1% were still seeking employment, and another 9.1% selected "other."

The remaining 91.8% of the graduating class had plans implemented.*

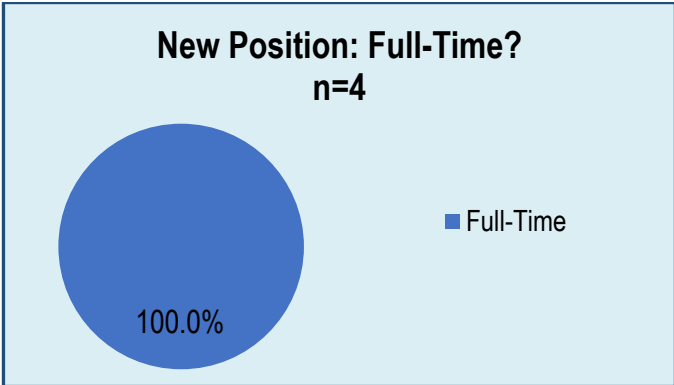
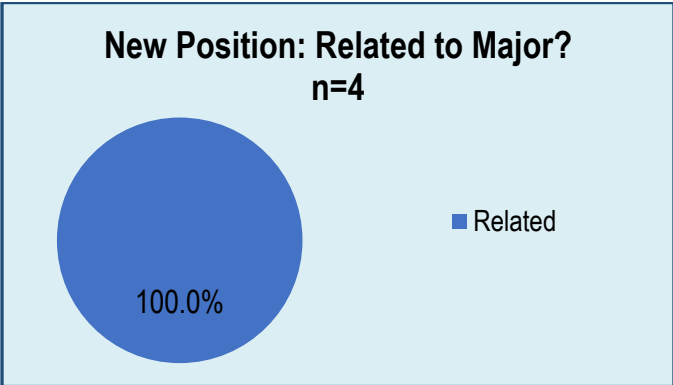


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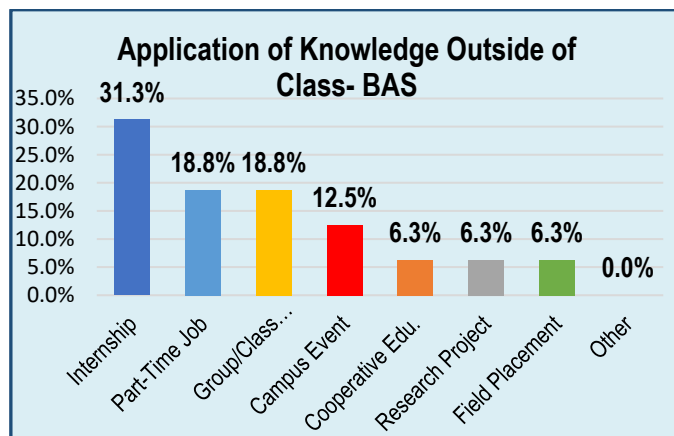
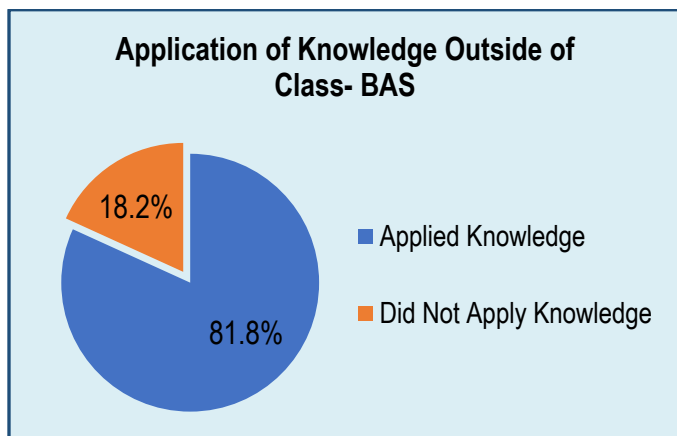
Four (4) of the seven (7) graduates who stated that they have accepted a new position provided more information. The chart to the left illustrates how new positions were secured. The top sources were **Personal Networking (75%)** and **Employer Website (25%)**.

The charts below show that all four (4) respondents secured full-time positions that relate to their majors



Application of Knowledge Outside of Class – BAS

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” Nine (9) respondents, or 81.8%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



Employers for New Employment – BAS

Of the four (4) reporting a Full-Time New Position as their primary plan, all listed the name and location of their employer, as well as their accepted salary:

Employer	Major	Number
Asurion	Computer Science	1
ICON	Biology	1
Thomas & Company	Concrete Industry Management	1
TeeBeeJets	Aerospace: Pro-Pilot	1
Total Job Offers Accepted		4

Location of New Employment – BAS

- Brentwood, TN
- Greensboro, NC
- Nashville, TN (2)

Salary Averages for New Employment – BAS

Major	Salary
Aerospace: Pro Pilot	\$30,000.00
Biology	\$40,000.00
Computer Science	\$58,000.00
Concrete Industry Management	\$51,500.00
Average Salary	\$44,875.00

Graduate School – BAS

Of the two (2) graduates who selected Graduate & Professional School as their primary plan, one (1) listed his/her institution:

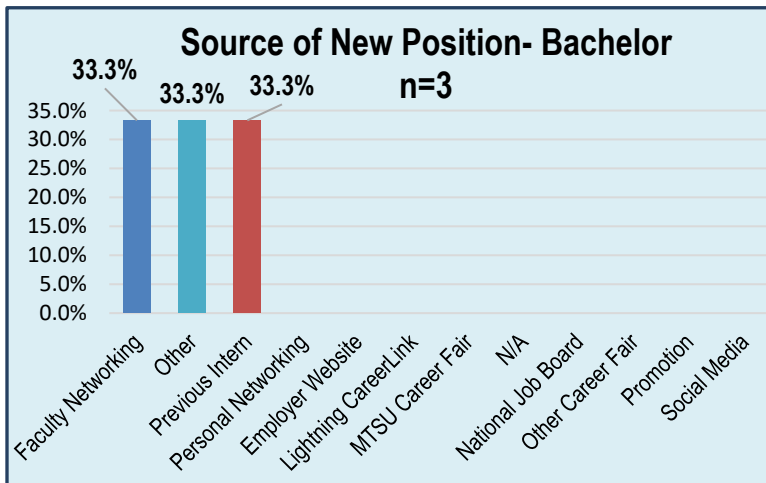
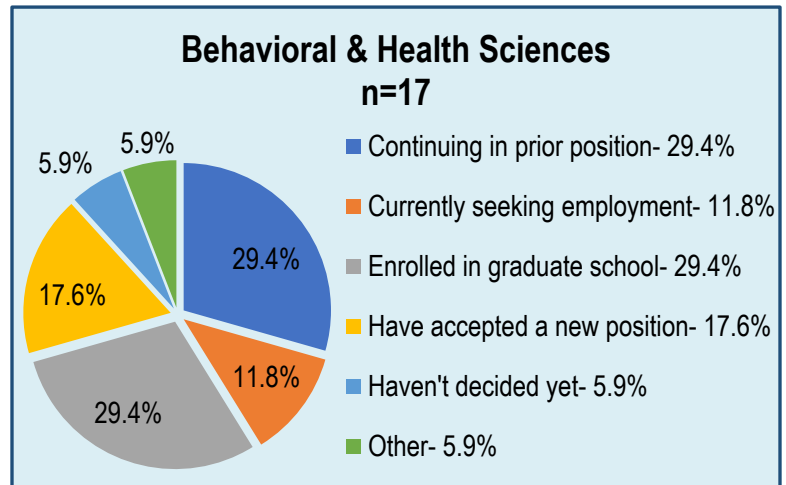
- Middle Tennessee State University: Aviation

College of Behavioral & Health Sciences: Overview

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

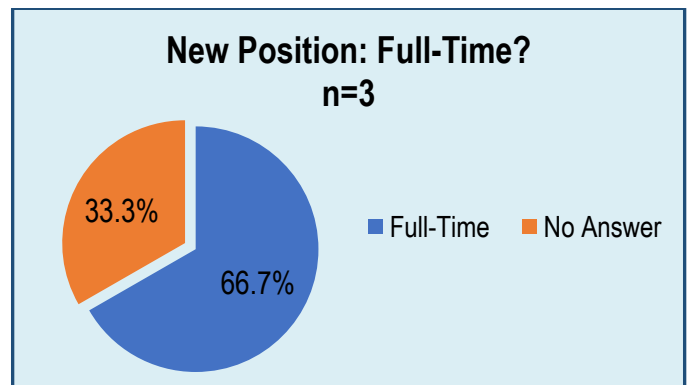
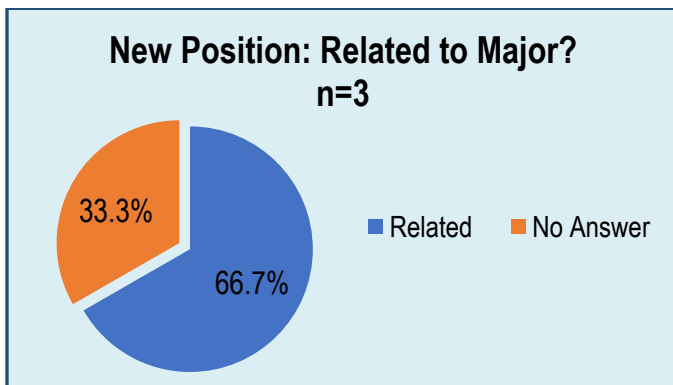
At the conclusion of the survey period, 11.8% were still seeking employment, 5.9% had yet to decide, and another 5.9% selected "other."

The remaining 76.4% of the graduating class had plans implemented.*



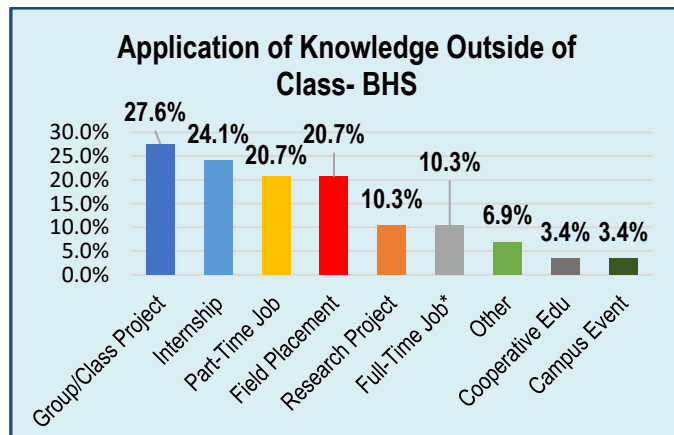
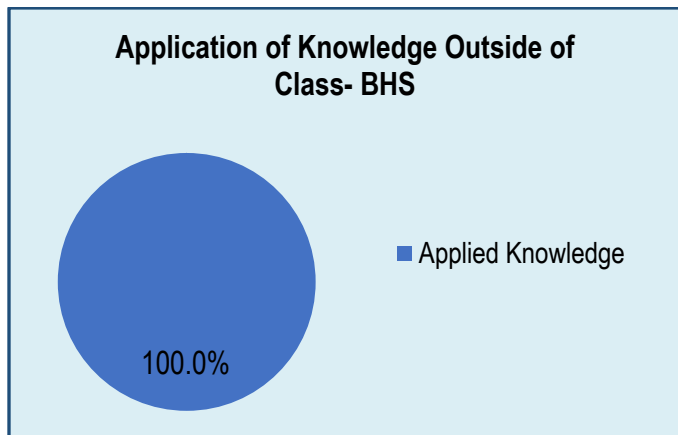
The three (3) graduates who stated that they have accepted a new position provided more information. The chart to the left illustrates how new positions were secured. The top sources were **Faculty Networking (33.3%)**, **Other (33.3%)**, and **Previous Intern (33.3%)**

The charts below show that two (2) respondents secured full-time positions that are related to their majors, while one response did not provide further details.



Application of Knowledge Outside of Class – BHS

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” all seventeen (17) respondents, or 100.0%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



* Full-Time Job was added as an option on this bar graph as three (3) respondents wrote in the option for their “other” choice. These were not included in the “Other” category.

Employers for New Employment – BHS

Of the three (3) reporting a Full-Time New Position as their primary plan, two (2) listed the name and location of their employer, as well as their accepted salary:

Employer	Major	Number
Faith Preschool Academy	Family & Consumer Science	1
Bowdoin Recovery Services, LLC	Family & Consumer Science	1
Total Job Offers Accepted		2

Location of New Employment – BHS

- Smyrna, TN
- Olive Branch, MS

Salary Averages for New Employment – BHS

Major	Salary
Family & Consumer Science	\$31,200.00
Family & Consumer Science	\$24,960.00
Average Salary	\$2

Graduate School – BHS

Of the five (5) graduates who selected Graduate & Professional School as their primary plan, four (4) listed his/her institution:

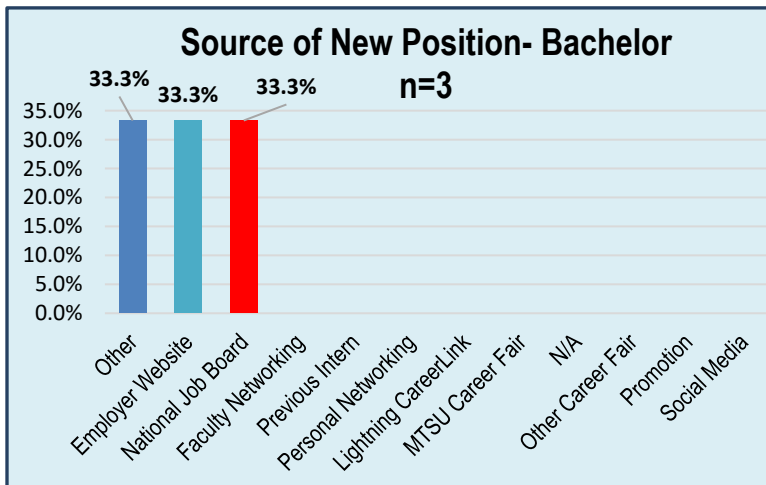
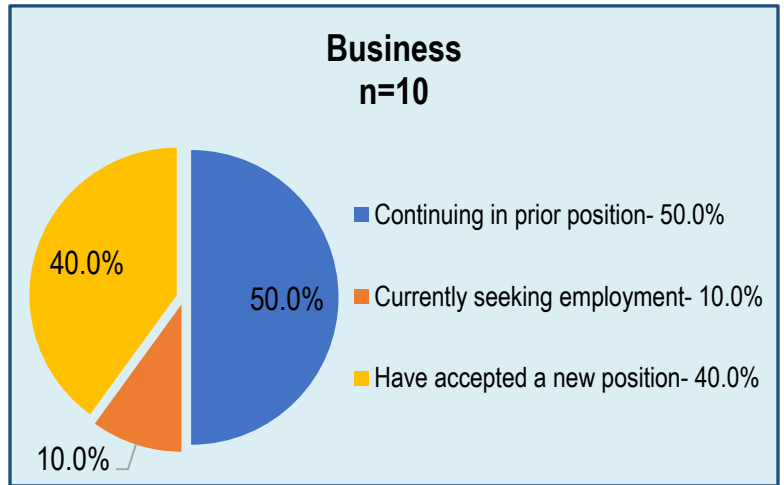
- East Tennessee State University: Communication Sciences & Disorders
- East Tennessee State University: Speech-Language Pathology
- Middle Tennessee State University: Nursing
- University of Tennessee Health Science Center: Audiology (AuD)

College of Business: Overview

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

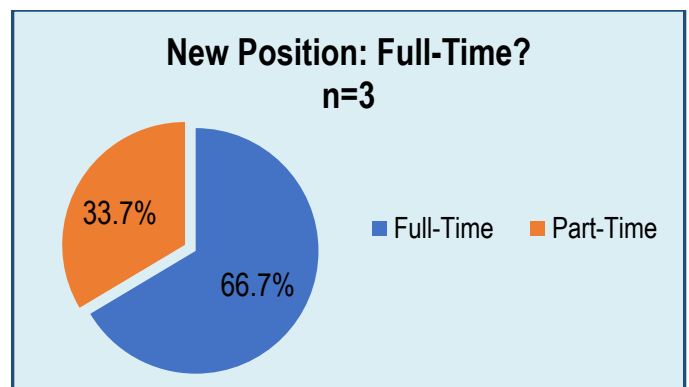
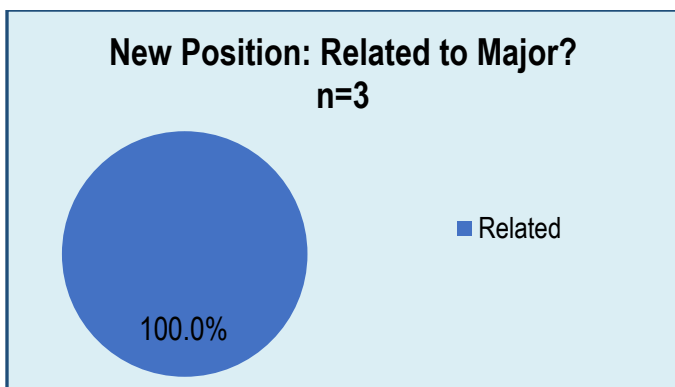
At the conclusion of the survey period, only 10.0% were still seeking employment.

The remaining 90.0% of the graduating class had plans implemented.*



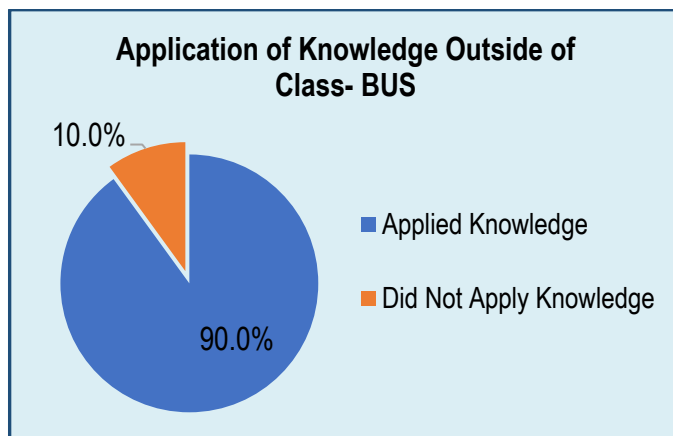
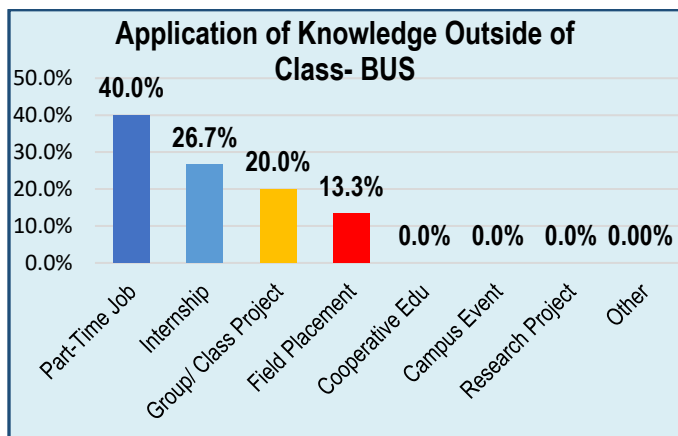
Three (3) of the four (4) graduates who stated that they have accepted a new position provided more information. The chart to the left illustrates how new positions were secured. The top sources were **Other (33.3%)**, **Employer Website (33.3%)**, and **Previous Intern (33.3%)**

The charts below show that two (2) respondents secured full-time positions, while all claim that their position was related to their major.



Application of Knowledge Outside of Class – BUS

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” nine (9) respondents, or 90.0%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



Employers for New Employment – BUS

Four (4) students reported accepting a new position. Of the two (2) reporting a Full-Time New Position as their primary plan, both listed the name and location of their employer.

Employer	Major	Number
HCA	Accounting	1
Complex Care Solutions	Information Systems	1
Total Job Offers Accepted		2

Location of New Employment – BUS

- Nashville, TN (2)

Salary Averages for New Employment – BUS

One (1) student reported his/her salary:

Major	Salary
Information Systems	\$46,500.00

Graduate School – BUS

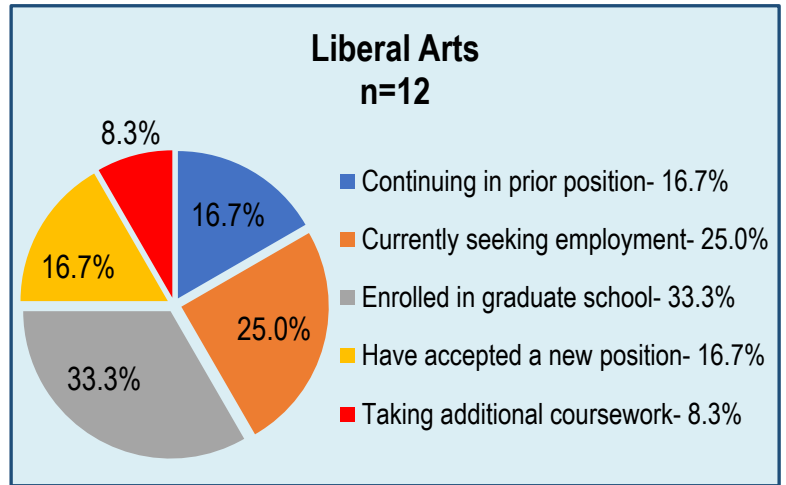
No graduates selected Graduate/Professional School as their primary plan.

College of Liberal Arts: Overview

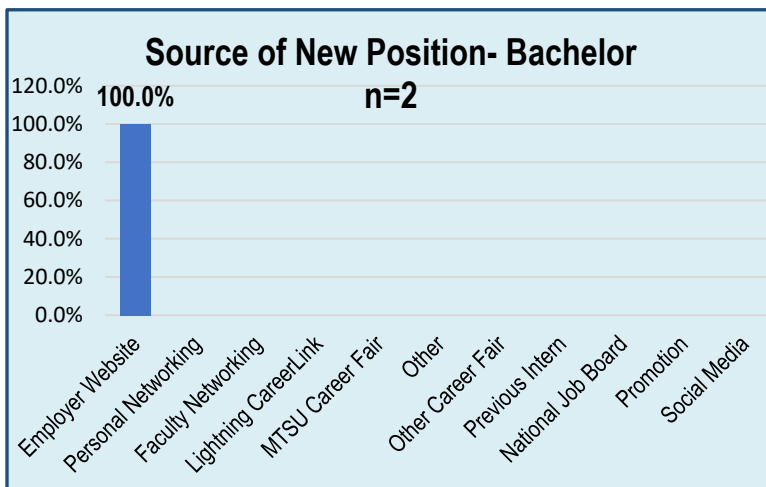
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the survey period, 25.0% were still seeking employment.

The remaining 75.0% of the graduating class had plans implemented.*

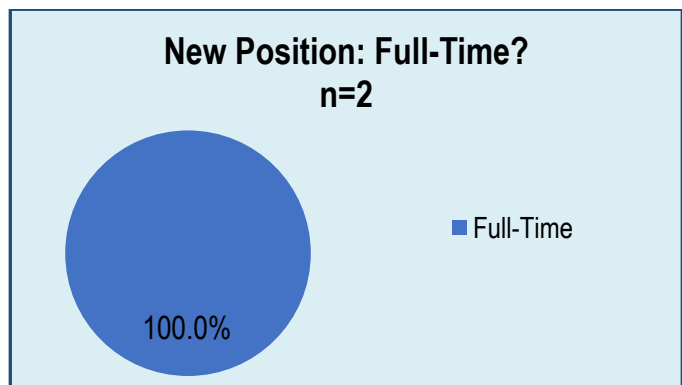
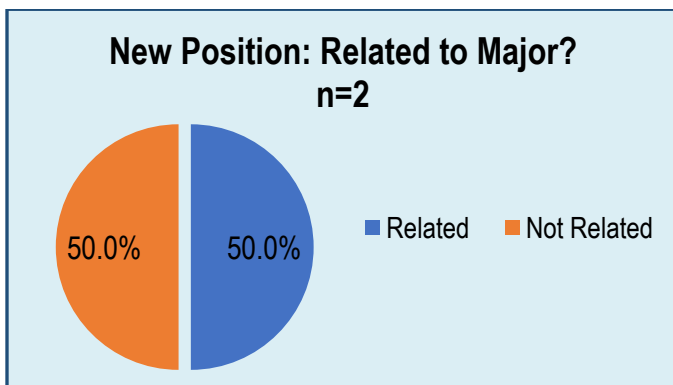


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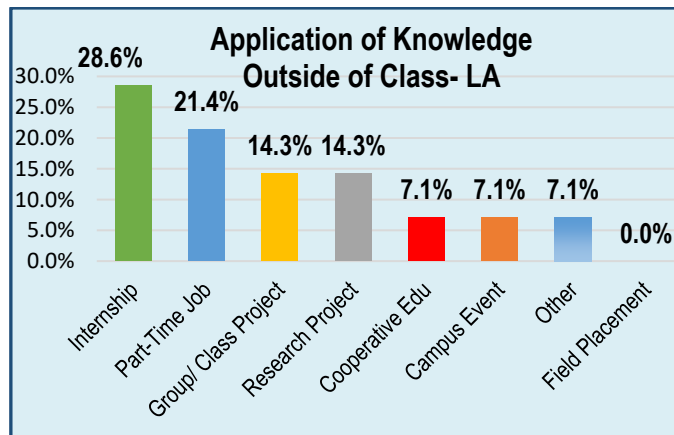
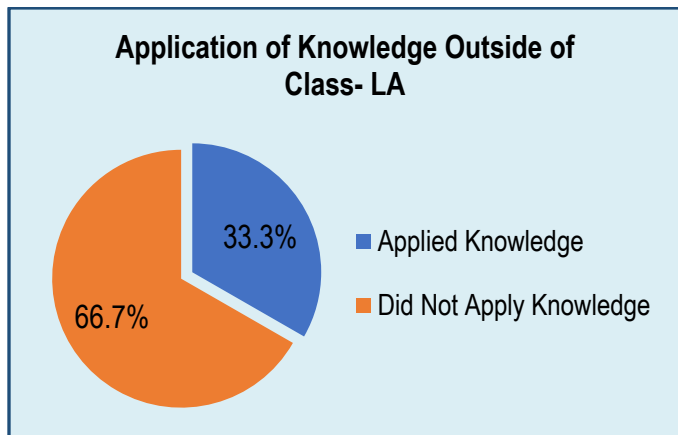
Both graduates who stated that they had accepted a new position listed the source of the position. The chart to the left illustrates how new positions were secured. Both were secured using **Employer Websites (100%)**.

The charts below show that one (1) respondent secured a full-time position related to his/her major, while the second secured an unrelated, full-time position.



Application of Knowledge Outside of Class – LA

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” Four (4) respondents, or 33.3%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



Employers for New Employment – LA

Of the two (2) reporting a Full-Time New Position as their primary plan, all listed the name and location of their employer, as well as their accepted salaries:

Employer	Major	Number
Rutherford County Schools	Art Education	1
Tennessee Department of Revenue	Global Studies	1
Total Job Offers Accepted		2

Location of New Employment – LA

- Murfreesboro, TN
- Nashville, TN

Salary Averages for New Employment – LA

Major	Salary
Art Education	\$40,000.00
Global Studies	\$26,028.00
Average Salary	\$33,014.00

Graduate School – LA

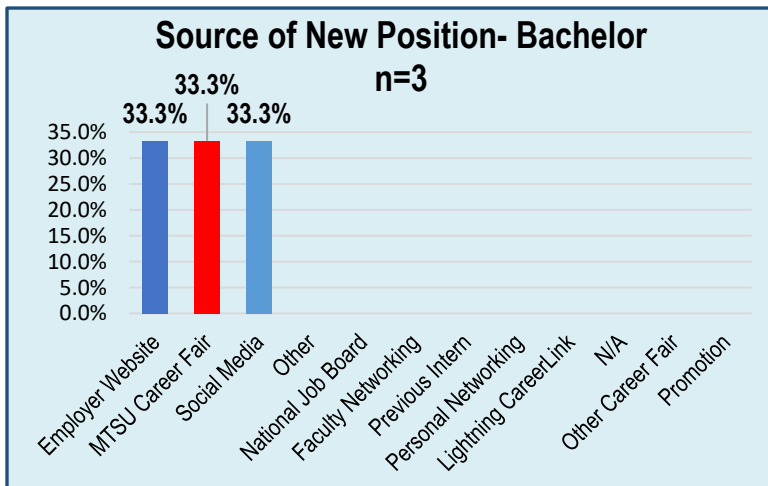
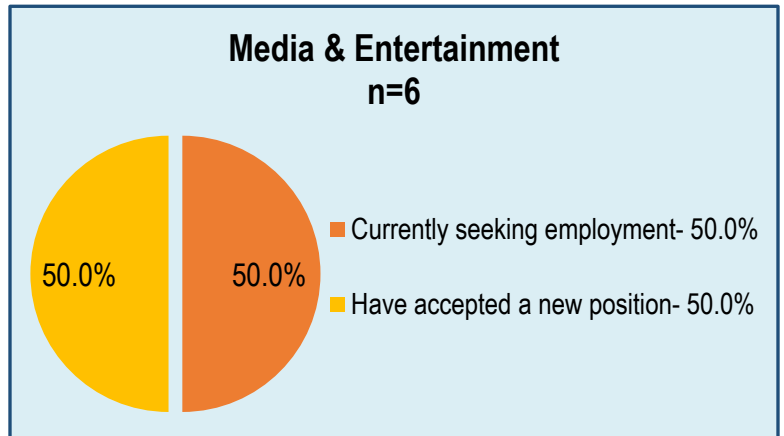
Of the four (4) majors who selected Graduate & Professional School as their primary plan, all listed the name of their institutions:

- Tennessee State University: Instructional Leadership
- Trevecca Nazarene University: Organizational Leadership (2)
- University of Tennessee: Public Policy & Public Administration

College of Media & Entertainment: Overview

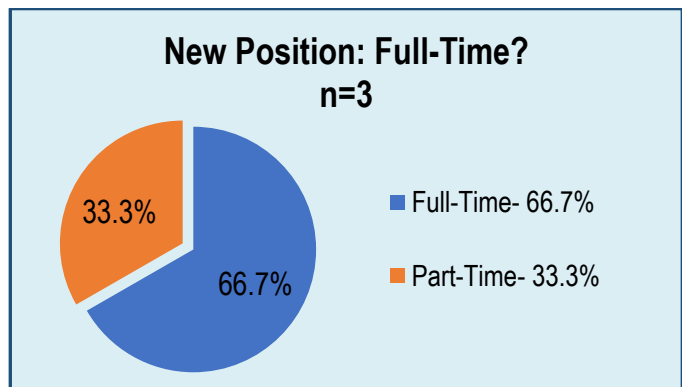
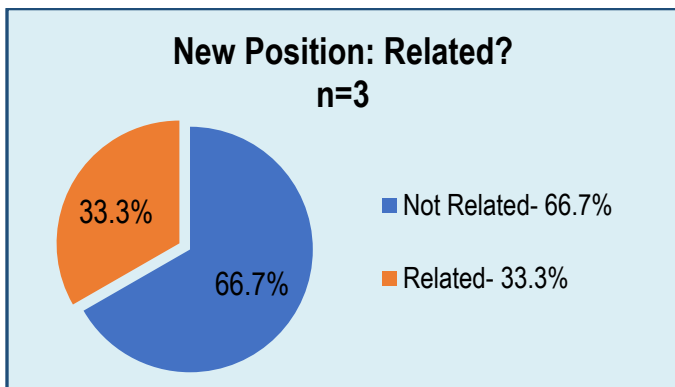
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the survey period, half were still seeking employment, while the other half had plans implemented.



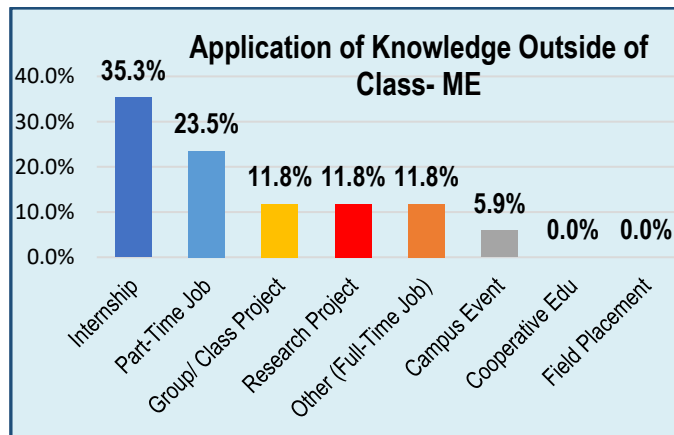
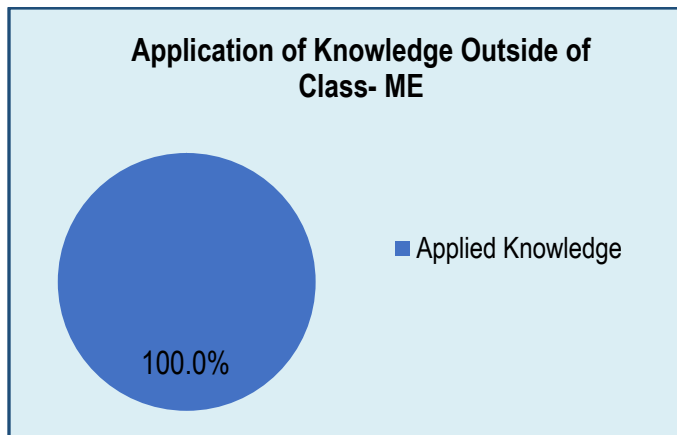
All three (3) graduates who stated that they had accepted a new position listed the source of the position. The chart to the left illustrates how new positions were secured.

The charts below show that one (1) respondent, or 33.3%, secured a full-time position related to his/her major, while the second secured an unrelated, full-time position.



Application of Knowledge Outside of Class – ME

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” All six (6) respondents, or 100.0%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



Employers for New Employment – ME

Of the two (2) reporting a Full-Time New Position as their primary plan, all listed the name and location of their employer, as well as their accepted salaries:

Employer	Major	Number
Barton Associates	Mass Communication: Public Relations	1
Lyft	Mass Communication: Advertising	1
Total Job Offers Accepted		2

Location of New Employment – ME

- Nashville, TN
- West Palm Beach, FL

Salary Averages for New Employment – ME

Major	Salary
Mass Communication: Public Relations	\$35,000.00
Mass Communication: Advertising	\$31,000.00
Average Salary	\$33,000.00

Graduate School – ME

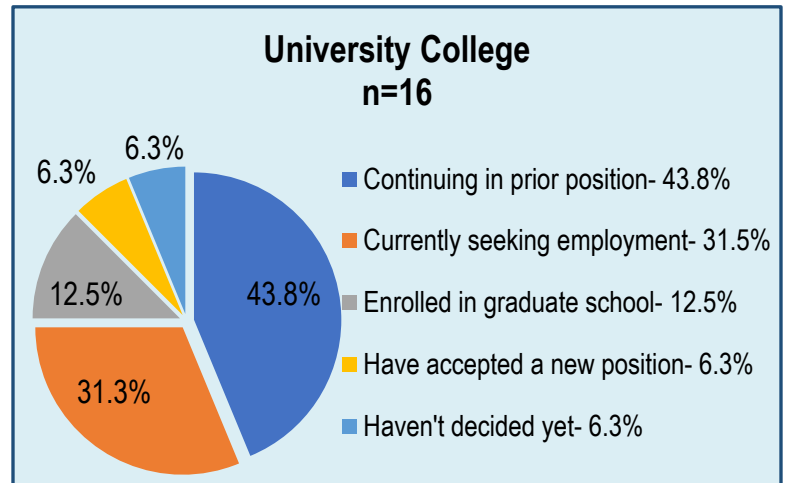
No respondents chose Graduate/ Professional School as their primary plan after graduation.

University College: Overview

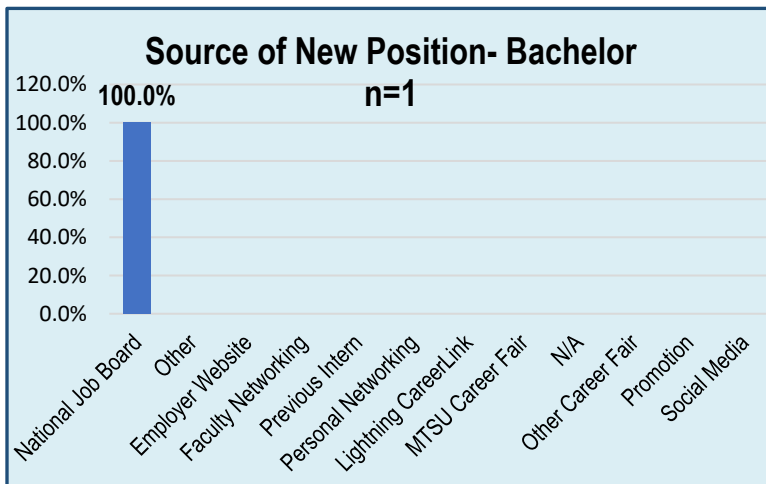
This chart represents the primary plans for the upcoming year for bachelor degree recipients.

At the conclusion of the survey period, 31.5% were still seeking employment and 6.3% had yet to decide.

The remaining 62.6% of the graduating class had plans implemented.*

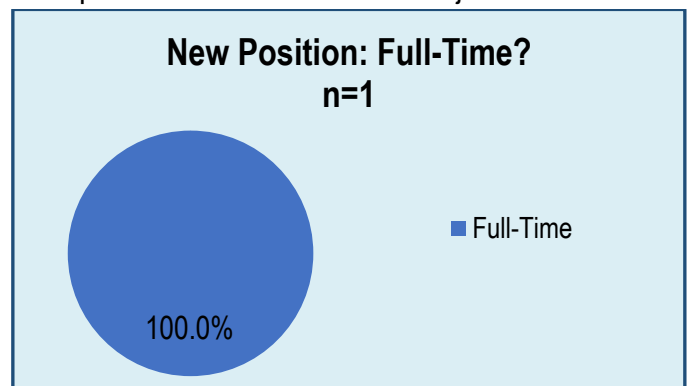
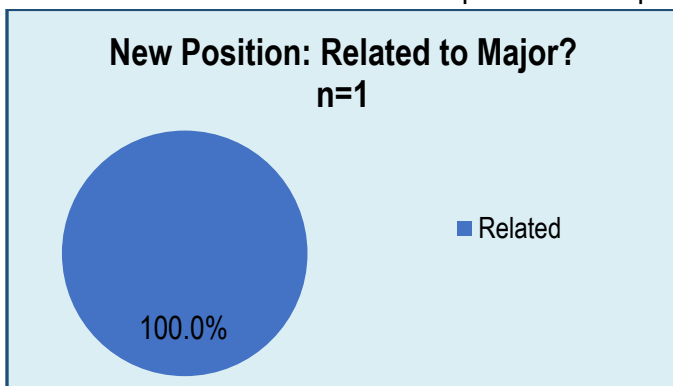


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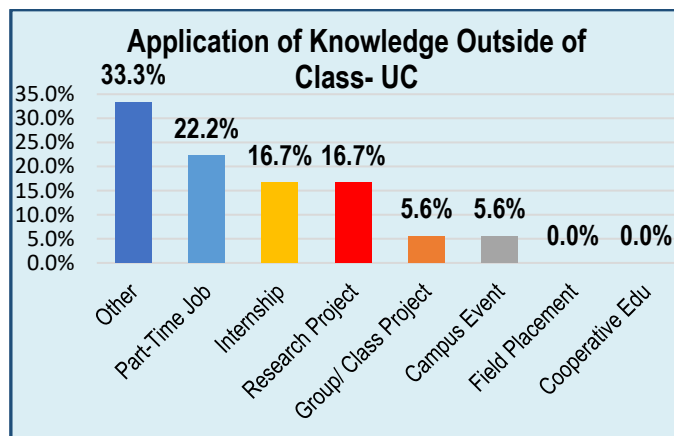
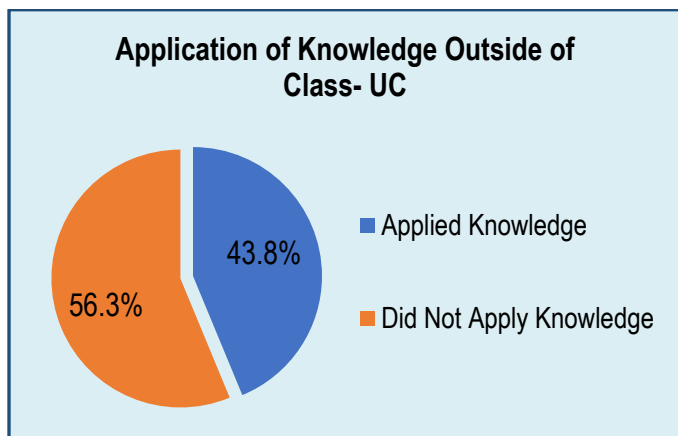
One (1) graduate stated that he/she had accepted a new position. This position was secured from a National Job Board.

The charts below show that the respondent accepted a full-time position related to his/her major.



Application of Knowledge Outside of Class – UC

When asked, “Have you had the opportunity to apply your academic knowledge outside of class? Check all that apply,” seven (7) respondents, or 43.8%, applied their knowledge outside of class in one or more ways. The bar graph below shows the percentage of each response for the total number of applications students selected.



Employers for New Employment – UC

Of the three (3) reporting a Full-Time New Position as their primary plan, two (2) listed the name and location of their employer, as well as their accepted salary:

Employer	Major	Number
Amazon	Integrated Studies	1
Total Job Offers Accepted		1

Location of New Employment – UC

- Murfreesboro, TN

Salary Averages for New Employment – UC

Major	Salary
Integrated Studies	\$24,960

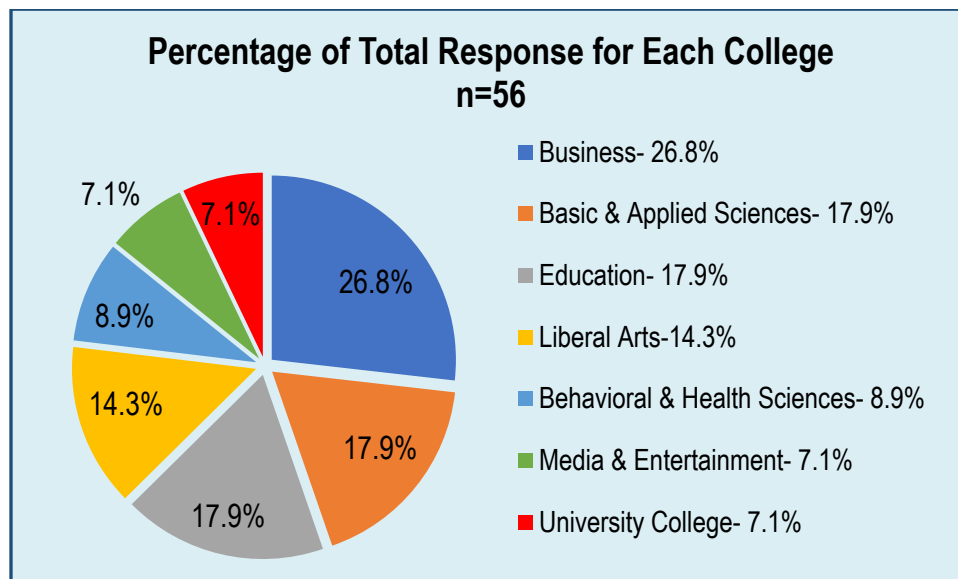
Graduate School – UC

Both graduates who selected Graduate & Professional School as their primary plan listed their institution:

- Austin Peay State University: Public Health Administration
- Ball State University: Students Affairs Administration in Higher Education

Overall Graduate Major Results

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



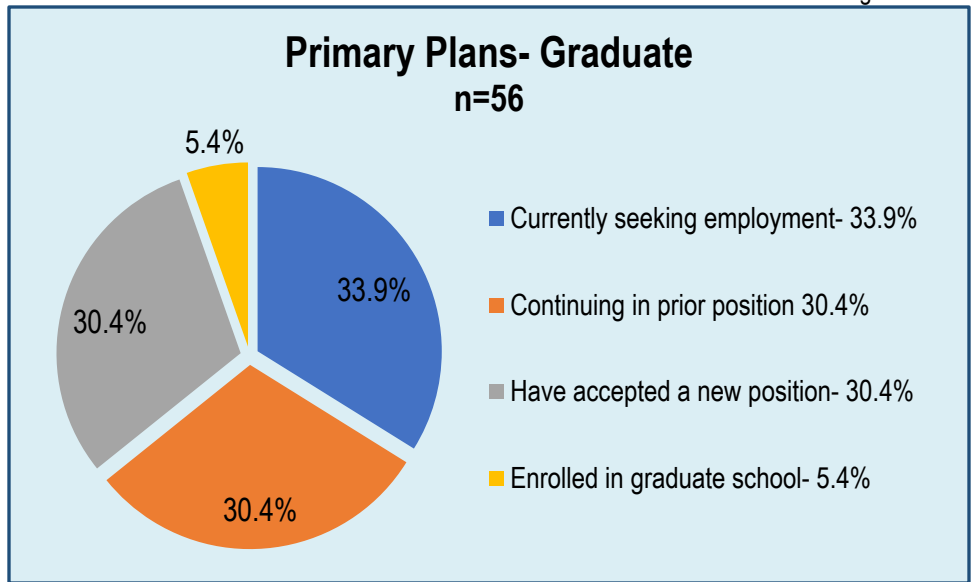
Fifty- six (56) graduate degree majors responded to the survey out of 217 majors for an overall response rate of 25.8%.

College	1DS Responses	Grad. Degrees	Response Rate
Basic and Applied Science	10	37	27.0%
Behavioral and Health Sciences	5	41	12.2%
Business	15	52	28.8%
Education	10	47	21.3%
Liberal Arts	8	14	57.1%
Mass Communication	4	8	50.0%
University College	4	18	22.2%
Total Graduate Degrees	56	217	25.8%

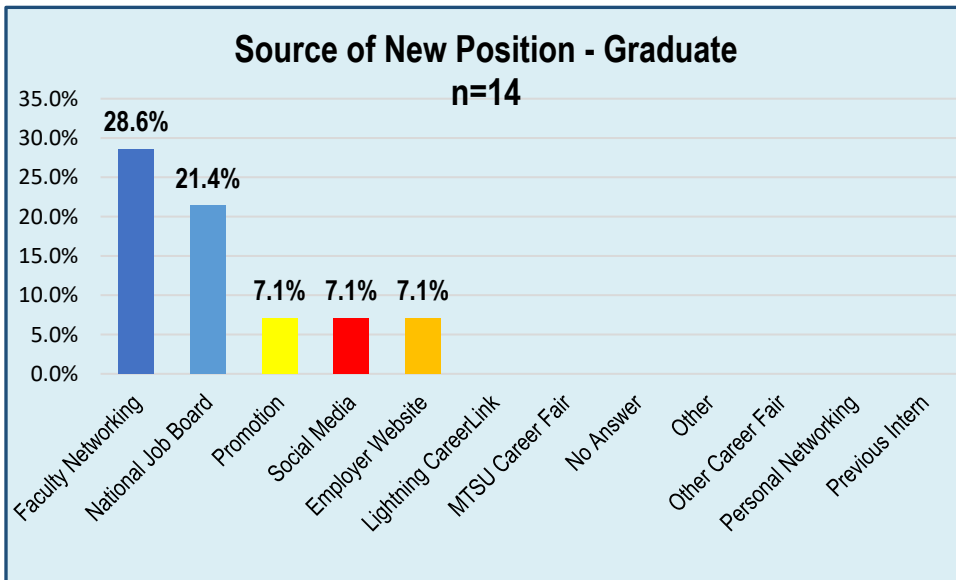
This chart represents the primary plans for the upcoming year for graduate degree recipients.

At the conclusion of the survey period, 33.9% were still seeking employment.

The remaining 66.2% of graduate degree recipients had plans implemented.*

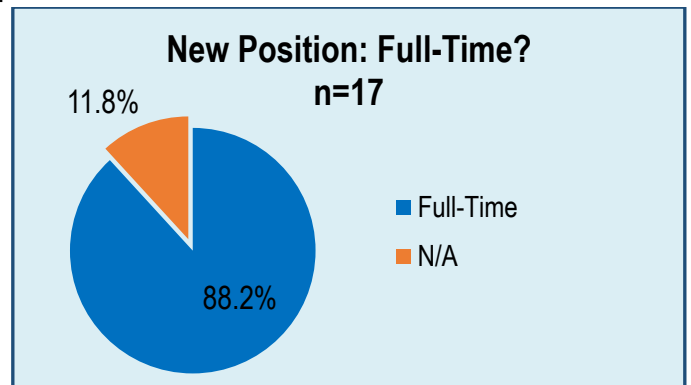
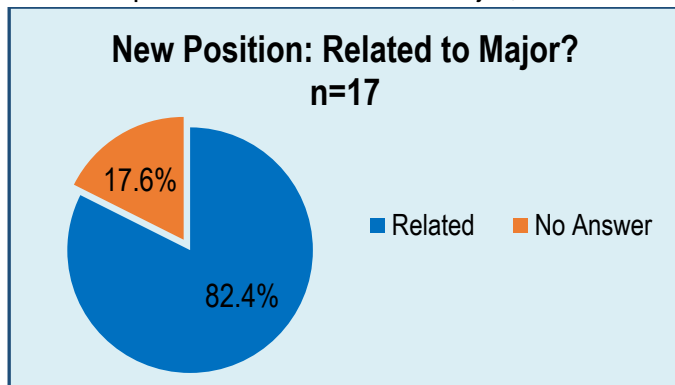


* Percentages may not equal 100% due to rounding.



The chart to the right illustrates how new bachelor positions were secured. The top two (2) sources were **Faculty Networking (28.6%)** and **National Job Boards (21.4%)**.

The charts below show that of the seventeen (17) respondents who accepted a new position, 82.4% indicated their new position relates to their major, and 88.2% of the positions are full-time.



Employers

Of the 15 reporting a Full-Time New Position as their primary plan, 14 listed the name of their employer:

Employer	Major	Number
Ballard Family Medical	Nursing	1
California State University Long Beach	Mathematics and Science Education (Ph.D)	1
Colorado Governor's Office of Information Technology	Information Systems	1
Cumberland Mental Health	Professional Counseling (Masters)	2
Ernst & Young	Accounting	1
Galen Medical Group	Nursing	1
HCA	Business Administration	1
HCA	Information Systems	1
Lipscomb University	English	1
National Park Service	History	1
NPR	Recording Arts & Technologies	1
Southeast Missouri State University	Mathematics and Science Education (Ph.D)	1
University of St. Thomas Minnesota	Exercise Science	1
White County Board of Education	Administration and Supervision (Masters - Specialist)	1
Total Job Offers Accepted		14

Location

Of the 15 reporting a Full-Time New Position as their primary plan, 14 listed the location of their employment:

- Cape Girardeau, MO
- Chattanooga, TN
- Denver, CO
- Gallatin, TN
- Long Beach, CA
- Nashville, TN (4)
- Sparta, TN
- St. Paul, MN
- Washington, D.C. (2)
- Winchester, TN

Salary Averages

Of the 15 reporting a Full-Time New Position as a primary plan, 14 reported their salary.

- Range: \$28,000 to \$145,000
- Midpoint: \$63,500
- Average: \$67,400
- Modes: \$40,000; \$67,000; \$80,000

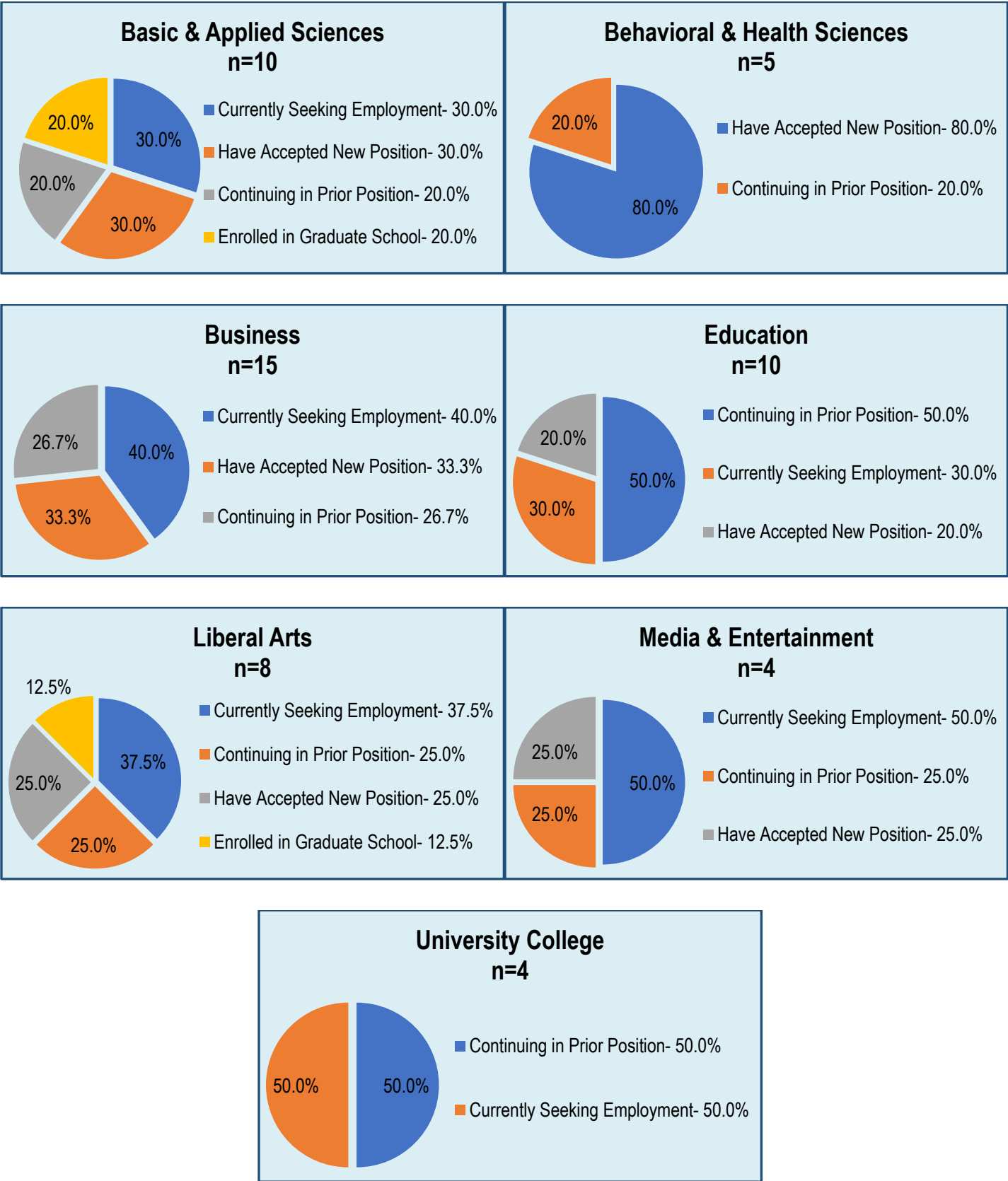
Salary Breakdown by Major

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
Information Systems	BUS	2	-	\$60,000	-	\$67,000	\$63,500
Mathematics and Science Education (Ph.D)	BAS	2	-	\$52,500	-	\$85,000	\$68,750
Nursing	BHS	2	-	\$80,000	-	\$97,500	\$88,750

Primary Plans by College

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



Graduate and Professional School

Three (3) graduates, or 5.4%, listed Graduate or Professional Schools as their primary plan. All respondents reported the name of their graduate/ professional school:

- Middle Tennessee State University: Mathematics & Science Education (Ph.D.)
- University of Tennessee, Knoxville: Sociology (Ph.D.)
- University of Tennessee, Knoxville: Analytical Chemistry (Ph.D.)