



northern *State* university

**2011-2012 Graduates
and Placement Report**

**Institutional Research Office
May 2013**

**EXECUTIVE SUMMARY
NORTHERN STATE UNIVERSITY
2011-2012 GRADUATES AND PLACEMENT REPORT**

This report has three sections: Report Background and Methods, 2011-2012 Graduates and Degrees Awarded, and Placement. The important points of each section are summarized below.

Report Background and Methods

Data collection begins immediately after each graduation. The graduates and degrees awarded are from December 2011 and May 2012 graduations; summer graduates now go through May graduation. Contact cycle and methods for graduates includes two letters mailed to the last known address, followed by an individual phone call. When phone messages were left, the option was also given to respond on-line at the NSU website. This year additional requests were made through last known email addresses and Facebook. Some information was also obtained from the School of Education and from other faculty and staff who had knowledge of alumni.

2011-2012 Graduates and Degrees Awarded (calculated on all graduates)

- **320 UNDERGRADUATE** students and **71 GRADUATE** students were awarded **391 degrees and 0 Post Education Certificates for a total of 391** for the school year 2011-2012.
- **79%** of the total degrees granted were **four-year degrees**: **40%** of these were **Bachelor of Science**, **21%** were **Bachelor of Arts**, **12%** were **Bachelor of Science in education**, **4%** were **Bachelor of General Studies**, and **1%** were **Bachelor of Music Education**.
- **18%** of the total degrees granted were **graduate (MSED) degrees**.
- **3%** of the total degrees granted were **Associate of Art or Associate of Science degrees**.
- **1** graduate earned **double-degrees**.
- **34** graduates earned **double-majors**.
- **0** graduates earned **triple-majors**.
- **5** undergraduates were also awarded **E-Learning Certificates**.

Placement/Response to Survey

- **4,787 NSU Career Center and 198 School of Business Career Center job vacancy announcements were received during this year.**
 - **206 (or 53%) of all the graduates did not respond** to the survey.
 - **185 (or 47%) of all the graduates responded** to the survey.
 - **146 (or 47%) of all the four-year graduates responded** to the survey. Of these **four-year respondents**, **141 (or 97%) are employed** and **33 (or 23%) are continuing their education**. **5 (or 3%) four-year graduate respondents reported being unemployed as of October of 2012**. **121 (or 86%) of the responding working four-year graduates are working in their field of study**.
 - **3 (or 30% of the) two-year graduates responded** to the survey. Of these **two-year respondents**, **3 (or 100%) are employed**, **1 (or 33%) is continuing their education**. **0 (or 0%) is known to be unemployed as of October of 2012**. **1 (or 33%) of the responding working two-year graduates are working in their field of study**.
 - **Residency: 143 (or 77%) of all known respondents having a state of residency defined, live in South Dakota**. **75 (82%) of the education graduates responding to the survey with a defined residency live in South Dakota**.
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REPORT BACKGROUND AND METHODS

Data Collection for Graduation Information: Graduation or completion counts match IPEDS completions reporting. Degrees awarded in this report are based on those degrees awarded at December 2011 and May 2012 commencements or for the school year 2011-2012; which is defined to be summer 2011, fall 2011, and spring 2012. NSU no longer has a summer commencement.

Contact cycle for recent graduates: Shortly after graduation, each graduate is contacted by letter (see appendix), asking the graduate to report employment status, state of residency, and salary. A month after the first mailing, those who did not respond received a second letter that asked for the same information. Remaining non-respondents received a third letter about three to four months after the first mailing. Additional requests were made through the last known email address of the graduate. Follow-ups were also made using Facebook messages to those non-respondents who could be identified as an alumnus of NSU. Phone calls were made to some non-respondents, when working numbers could be identified. When phone messages were left, the option was also given to respond on-line at the NSU website. For 2011-12, this type of survey response sequence produced a **54% response rate** from the mailings / phone calls / emails/ Facebook messages.

2010-2011 GRADUATES AND DEGREES AWARDED

Degrees Awarded Patterns from 1986-87 to 2011-2012. Degrees awarded at the various commencements follow the patterns of previous years. A majority of degrees are granted during the May graduation, followed by those in December.

Summary of Degrees Awarded 2011-2012

Degree	Total Degrees	%
Bachelor of Arts	83	21%
Bachelor of Science	158	40%
Bachelor of General Studies	15	4%
Bachelor of Science in Ed	48	12%
Bachelor of Music Ed	5	1%
Total 4-Year Degrees	309	79%
Associate of Arts or Science	11	3%
Total Undergraduate Degrees	320	82%
MS, MA, MSED, or MAT	71	18%
Post Certificates	0	0%
Total Degrees	391	

The total number of degrees awarded has decreased from 1986-87 to 2011-2012 (from 521 to 391 respectively).

Degrees Awarded Patterns

Degree	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%		
BA	12	2%	74	24%	63	20%	79	21%	74	21%	67	19%	70	21%	73	22%	83	21%
BS	230	44%	120	39%	128	40%	143	37%	118	34%	142	41%	123	36%	143	43%	158	40%
BSED	116	22%	66	21%	81	25%	76	20%	52	15%	67	19%	49	14%	50	15%	48	12%
BGS															4	1%	15	4%
BME	5	1%	6	2%	9	3%	12	3%	9	3%	5	1%	10	3%	5	2%	5	1%
AA/AS	80	15%	18	6%	13	4%	19	5%	14	4%	15	4%	16	5%	13	4%	11	3%

Total UG

Degrees	443	85%	284	92%	294	92%	329	85%	267	77%	296	86%	268	79%	288	86%	320	82%
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MSED/MS	78	15%	25	8%	26	8%	56	15%	81	23%	49	14%	66	19%	43	13%	71	18%
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Post

Certificates															7	2%	2	1%	0	0%
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Total

Degrees	521		309		320		385		348		345		341		333		391	
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Four-Year Undergraduate Students

- **309 students (headcount)** earned four-year degrees in 2011-2012.
- **33%** of the **four-year graduating students** were granted degrees from the **College of Arts and Sciences**. **25%** were granted from the **School of Business**, **29%** from the **School of Education**, **8%** from the **School of Fine Arts**, and **5%** from **University College**.
- **34** graduates earned **more than one major**.

Table showing the duplicated majors chosen by four-year degree graduates

Major	Count	Major	Count
NACCT	9	NMATH	10
NADYS (MIS)	5	NMEDT	2
NART	11	NMGMT	24
NBADM	0	NMKTG	3
NBAFS	17	NMLS	2
NBIOL	24	NMUS	2
NBUSA	13	NMUSI	4
NCHEM	2	NMUSV	3
NCSER	0	NMUTH	1
NEBED	0	NPACT	11
NECON	2	NPE	4
NELED	38	NPOLS	4
NENGL	12	NPOSTSECCERT	0
NESC	3	NPSYC	13
NFIN	6	NSMAD (Sports Marketing)	15
NFSC	1	NSOC	24
NGENS	13	NSOCS	5
NGERM	0	NSPAN	3
NHIST	10	NSPCM	4
NHPF	11	NSPED	13
NINBU	6		

PLACEMENT/EMPLOYMENT Summary for both the Career Center and School of Business Career Center

◆ NSU Career Center

Reported by Beverly Werner, NSU Career Center Director

Administrative procedures for this survey included sending the initial letter from President Smith, to emphasize the importance of responding. Follow-ups were done via mail, e-mail, Facebook , and phone by the secretary (Counseling, Career, and Disability Services) and the Director of the Career Center in an effort to increase participation. When messages were left, the option was also given to respond by e-mail through the website. In addition, input from faculty and staff, who provide both graduate school and employment placements when known.

NSU Career Center credential files sent in 2011-12: 225

Vacancy announcements received by the Career Center:

- That were keyed onto the WolfWork system (see table below) is approximate, as duplicate vacancies are not reported.
- Hotlink on the Career Center website to additional vacancies that are not counted above (see http://www.northern.edu/Student_Life/Career_Services/Pages/classifieds.aspx): 115 vacancy site links, 28 regional newspaper classified ads links

Northern State University Career Development / Placement Center

September 1, 2011 thru August 31, 2012 Cumulative Job Vacancies*

	<u>Total</u>
Teaching South Dakota	634*
Teaching – Other	160*
Business, Industry & Government (BIG)	2087*
Internship	310
Summer and Part-time Employment	796
College and University	662**
Work-Study and Student Labor	138
Totals	4787*

* These are low estimates, as some jobs in the system have been edited rather than copied as new jobs. In addition, some are listed with multiple vacancies in one entry.

** These positions are more and more made available electronically through a variety of sources. We are often not informed of positions.

◆ **NSU School of Business Career Center / Internship Activities**
 reported by Scott Peterson, NSU School of Business Internship Director

Inclusive Dates: September 1, 2010– August 31, 2012

Job announcements and postings are made available via our School of Business Career Center web site, the distribution list, and the bulletin board in Lincoln Hall.

Job/Vacancy Postings	
<u>Major</u>	<u>Postings</u>
Accounting (both 4-year & 5-Year)	48
Banking/Financial Services (BAFS)	24
Economics	0
Finance	7
General Business/Business Administration	19
International Business	7
Internship	71
Management	2
Management Information Systems (MIS)	9
<u>Marketing</u>	<u>11</u>
Totals	198

The data below includes aggregated totals in the internship program (School of Business) on a for-credit basis only.

<u>Major</u>	<u>Students</u>	<u>Credits</u>
Accounting (4-year)	2	18
Banking/Financial Services (BAFS)	11	15
Economics	0	0
Finance	1	6
General Business/Business Administration	13	80
International Business	1	3
Management	2	6
Management Information Systems (MIS)	1	3
Marketing	0	0
<u>Professional Accountancy (5-year)</u>	<u>6</u>	<u>61</u>
Totals	37	192

Placement/employment of 2011-2012 Graduates.

- **146 out of the 309 four-year graduates responded** to the survey:

Employed	97%
Employed In-field	86%
Employed Out-of-field	12%
In/Out Undefined	2%
Continuing Education (Even if Working)	23%
Unemployed	3%

- **3 out of the 10 two-year graduates responded** to the survey:

Employed	100%
Employed In-field	33%
Employed Out-of-field	67%
Continuing Education (Even if Working)	33%

Employment status by undergraduate major

4yr First Major Only	CountOfFirstMajor	<u>In Field</u>	<u>Out of Field</u>	<u>Not Employed</u>	<u>Cont. Ed (even if working)</u>	<u>Unknown</u>
NACCT	7	5	0	0	2	2
NADYS (MIS)	6	2	0	0	0	4
NART	12	6	0	0	1	6
NBAFS	13	5	0	0	3	8
NBIOL	21	8	1	0	5	12
NBUSA	13	8	1	0	1	4
NCHEM	2	2	0	0	1	0
NECON	1	0	1	0	0	0
NELED	38	26	1	0	7	11
NENGL	11	4	1	0	1	6
NENSC	2	0	0	1	0	1
NFIN	4	2	0	0	1	2
NFSC	1	0	0	0	0	1
NGENS	13	3	4	1	1	5
NHIST	10	3	2	0	1	5
NHPF	11	5	1	0	5	5
NINBU	6	1	0	0	0	5
NMATH	10	5	0	1	1	4
NMEDT	1	1	0	0	0	0
NMGMT	24	5	0	0	0	19
NMKTG	3	1	0	0	0	2
NMLS	1	1	0	0	1	0
NMUS	2	1	0	0	0	1
NMUSI	4	4	0	0	0	0
NMUSV	2	2	0	0	0	0
NMUTH	1	0	0	0	0	1
NPACT	13	2	1	0	1	10
NPE	19	2	1	0	2	16
NPOLS	3	2	1	0	2	0
NPSYC	13	4	1	0	5	8
NSMAD	15	3	1	0	2	11
NSOC	22	6	1	2	5	13
NSOCS	5	2	0	0	1	3
NSPAN	2	2	0	0	1	0
NSPCM	5	2	0	0	1	3
NSPED	4	3	0	0	0	1
4yr First Major Only Totals	320	128	18	5	51	169
2yr Majors	CountOfMajor	<u>In Field</u>	<u>Out of Field</u>	<u>Not Employed</u>	<u>Cont. Ed (even if working)</u>	<u>Unknown</u>
NBADM	2	0	0	0	0	2
NCART	2	0	0	0	0	2
NELIT	0	0	0	0	2	0
NGENS	4	0	1	0	0	3
NMMWB	0	0	0	0	0	0
NPAED	3	0	1	0	1	2
2yr Major Only Totals	11	0	2	0	3	9

Respondents reporting their starting salary by degree: Career Center Office confirms that it is getting harder to get personal information from our graduates.

Degree	<\$20,000		20,000 - 24,999		25,000 - 29,999		30,000 - 34,999		35,000 - 39,999		40,000 - 44,999		45,000+		Totals	
	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out
AS	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1
AA	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BA	4	0	1	1	2	0	0	0	0	0	0	0	0	1	7	2
BS	3	2	0	0	3	0	6	0	6	1	4	0	1	0	23	3
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BGS	1	0	0	1	0	1	0	0	0	0	1	0	1	0	3	2
BME	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
BSED	0	1	0	1	5	0	10	0	0	2	0	0	0	0	15	4
CERTU	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Totals	8	3	1	3	10	2	16	0	7	3	5	0	2	1	49	12

* **Out** refers to **out-of-state**

Salary By Major

Major	<\$20K		20-24,999		25-29,999		30-34,999		35-39,999		40-44,999		>45K		Totals	
	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out	SD	Out
4yr First Major Only																
NACCT					1		2								3	0
NART	2			1											2	1
NBADM															0	0
NBAFS					1				1				1		3	0
NBIOL	2						2		1						5	0
NBUSA									2		1				3	0
NCHEM		1					1								1	1
NEBED															0	0
NECON															0	0
NELED		1		1	5		6								11	2
NENGL	1						1								2	0
NENSC															0	0
NFIN															0	0
NFMGT															0	0
NGENS	1			1		1					1		1		3	2
NHIST							1								1	0
NHPE															0	0
NHPF										1					0	1
NINBU															0	0
NMATH							1								1	0
NMEDT							1								1	0
NMGMT					1						1				2	0
NMKTG											1				1	0
NMUS															0	0
NMUSI															0	0
NMUSV									1						1	0
NMUTH															0	0
NPACT									1		1				2	0
NPE															0	0
NPOLS				1											1	0
NPSYC	1														1	0
NSMAD		1					1		1						2	1
NSOC	1				1									1	2	1
NSOCS															0	0
NSPAN										1					0	1
NSPCM					1										1	0
NSPED										1					0	1
Totals	8	3	1	3	10	1	16	0	7	3	5	0	2	1	49	11

Current residency

Respondents, including master degree graduates, reporting their state / country of residency:

Row Labels	Count of State
CA	1
CO	1
FL	1
IA	1
IL	2
MN	11
MO	1
MT	1
ND	8
NE	3
OH	2
PA	1
SD	143
TN	1
Kuwait	1
GRAND TOTAL	178

Eighty percent of our graduates have a known residency of South Dakota.

In-State/Out-of-State Residency Reported By Degrees

Row Labels	Count of State
AA	1
SD	1
AS	2
NE	1
SD	1
BA	22
CA	1
CO	1
MN	1
ND	2
NE	1
SD	16
BGS	7
MT	1
OH	1
SD	5
BME	5
IA	1
ND	2
SD	2
BS	56
IL	2
MN	8
MO	1
ND	1
SD	44
BSED	50
FL	1
ND	3
NE	1
OH	1
SD	42
TN	1
Kuwait	1
MS	1
SD	1
MSED	34
MN	2
PA	1
SD	31
Grand Total	178

Initial Mailing Letter

Student Employment Survey
2011 Winter Graduates -Initial Mailing

Dear Graduate:

Each year our office collects the employment and educational pursuits of our graduates for the purpose of required institutional reporting. Please take a few moments to assist us by completing this brief survey and returning it in the enclosed postage-paid envelope. If you prefer you may complete the survey on-line at http://www.northern.edu/career_dev/EmploymentSurvey.htm.

Your identity and salary information will not be revealed to any agencies or individuals outside the University and will be shared only with University officials for the purpose of regular reporting as required by the Board of Regents and the University. All reporting to outside agencies includes only numbers of graduates in each category, not individual identities. Your participation authorizes us to include your data in those reports.

Thank you for your participation. Please call if you have any questions.

Sincerely,

Career Center

(Please detach and return)

Student Employment Survey – Initial Mailing Spring 2011

Please return completed survey within 2 weeks or go to www.northern.edu/career_dev/ and click on

Student Employee Survey on the left margin - **Date Completed:** _____

Degree: ___ 2 yr ___ 4 yr ___ Masters

Name _____ Phone _____

Address _____

Major (s) _____

___ I am employed by _____

Location _____

___ Full-time ___ Temporary/Part-time

___ Yes ___ No I participated in a career-related internship, job, volunteer position, or similar before graduation.

Salary Range: (Please check one)

___ <\$20,000 ___ \$20-\$24,999 ___ \$25-\$29,999 ___ \$30-\$34,999 ___ \$35-\$39,999 ___ \$40-\$44,999 ___ >\$45,000

Title/Position: _____

Major Duties: _____

_____ Duties relate to my education _____ Duties do not relate to my education
_____ Duties are appropriate for reaching my career goals
_____ I will attend graduate/professional school at _____
_____ My plans are (if other than previous items) _____

Your participation is appreciated.

Please return the completed survey within 2 weeks in the enclosed envelope. No postage necessary!

Thank You!

Calling Form

Student Employment Survey
Winter 2011 Graduates – Calling Form

Dear Graduate:

Each year our office collects the employment and educational pursuits of our graduates for the purpose of required institutional reporting. Please take a few moments to assist us by completing this brief survey and returning it in the enclosed postage-paid envelope. If you prefer you may complete the survey on-line at http://www.northern.edu/career_dev/EmploymentSurvey.htm.

Your identity and salary information will not be revealed to any agencies or individuals outside the University and will be shared only with University officials for the purpose of regular reporting as required by the Board of Regents and the University. All reporting to outside agencies includes only numbers of graduates in each category, not individual identities. Your participation authorizes us to include your data in those reports.

Thank you for your participation. Please call if you have any questions.

Sincerely,

Career Center

(Please detach and return)

Student Employment Survey – 2nd Mailing
Please return completed survey within 2 weeks – Thank You!

Date Completed:

Graduation Date: (Spring, Summer, Winter / Year; Degree: 2, 4 yr, Masters:

Name _____ Phone _____

Address _____

Major (s)

____ I am employed by

Location

_____ Full-time

_____ Temporary/Part-time

Salary Range: (Please check one)

____<\$20,000 ____\$20-\$24,999 ____\$25-\$29,999 ____\$30-\$34,999 ____\$35-\$39,999 ____\$40-\$44,999 ____>\$45,000

Duties

_____ Duties relate to my education

_____ Duties do not relate to my education

_____ Duties are appropriate for reaching my career goals

____ I will attend graduate/professional school at

____ My plans are (if other than previous items)

Your participation is appreciated.

Please return completed survey within 2 weeks in the enclosed envelope. No postage necessary!

Thank You!