



northern *State* university

**2010-2011 Graduates
and Placement Report**

**Institutional Research Office
May 2012**

Northern State University
2010-2011 Graduates and Job Placement Report

EXECUTIVE SUMMARY
NORTHERN STATE UNIVERSITY
2010-2011 GRADUATES AND PLACEMENT REPORT

This report has three sections: Report Background and Methods, 2010-2011 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 2010 and May 2011 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.

2010-2011 Graduates and Degrees Awarded (calculated on all graduates)

- **288 UNDERGRADUATE** students and **43 GRADUATE** students were awarded **331 degrees and 2 Post Education Certificates for a total of 333** for the school year 2010-2011.
- **83%** of the total degrees granted were **four-year degrees**: **52%** of these were **Bachelor of Science**, **27%** were **Bachelor of Arts**, **18%** were **Bachelor of Science in education**, and **2%** were **Bachelor of Music Education**.
- **12%** of the total degrees granted were **graduate (MSED) degrees**.
- **4%** of the total degrees granted were **Associate of Art or Associate of Science degrees**.
- **No** graduates earned **double-degrees**.
- **36** graduates earned **double-majors**.
- **2** graduates earned **triple-majors**.
- **12** undergraduates were also awarded **E-Learning Certificates**.

Placement/Response to Survey

- **5,684 NSU Career Center and 178 School of Business Placement Office job vacancy announcements were received during this year.**
 - **115 (or 35%) of all the graduates did not respond** to the survey.
 - **218 (or 65%) of all the graduates responded** to the survey.
 - **177 (or 64%) of all the four-year graduates responded** to the survey. Of these **four-year respondents, 164 (or 93%) are employed** and **51 (or 29%) are continuing their education. 13 four-year graduate respondents reported being unemployed as of October of 2011. 96 (or 54%) of the responding working four-year graduates are working in their field of study.**
 - **8 (or 62% of the) two-year graduates responded** to the survey. Of these **two-year respondents, 7 (or 88%) are employed, 3 (or 38%) are continuing their education. 1 (or 13%) is known to be unemployed as of October of 2011. 6 (or 75%) of the responding working two-year graduates are working in their field of study.**
 - **Residency: 144 (or 66%) of all known respondents having a state of residency defined, live in South Dakota. 55 (58%) 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 2010 and May 2011 commencements or for the school year 2010-2011; which is defined to be summer 2010, fall 2010, and spring 2011. 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 2010-11, this type of survey response sequence produced a **65% response rate** from the mailings / phone calls / emails/ Facebook messages.

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2010-2011 GRADUATES AND DEGREES AWARDED

Degrees Awarded Patterns from 1986-87 to 2010-2011. 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
2010-2011**

Degree	Summer '10	Fall '10	Spring '11	Total Degrees	%
Bachelor of Arts	7	19	47	73	22%
Bachelor of Science	20	37	86	143	43%
Bachelor of General Studies	0	1	3	4	1%
Bachelor of Science in Ed	4	12	34	50	15%
Bachelor of Music Ed	0	1	4	5	2%
Total 4-Year Degrees	31	70	174	275	83%
 Associate of Arts or Science	 0	 8	 5	 13	 4%
 Total Undergraduate Degrees	 31	 78	 179	 288	 86%
 MS, MA, MSED, or MAT	 5	 4	 34	 43	 13%
Post Certificates	1	1		2	1%
 Total Degrees	 36	 82	 213	 333	

The total number of degrees awarded has decreased from 1986-87 to 2010-2011 (from 521 to 333 respectively).

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Degrees Awarded Patterns

Degree	1986-87		2003-04		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
BA	12	2%	66	18%	74	24%	63	20%	79	21%	74	21%	67	19%	70	21%	73	22%
BS	230	44%	138	37%	120	39%	128	40%	143	37%	118	34%	142	41%	123	36%	143	43%
BSED	116	22%	97	26%	66	21%	81	25%	76	20%	52	15%	67	19%	49	14%	50	15%
BGS																	4	1%
BME	5	1%	10	3%	6	2%	9	3%	12	3%	9	3%	5	1%	10	3%	5	2%
AA/AS	80	15%	26	7%	18	6%	13	4%	19	5%	14	4%	15	4%	16	5%	13	4%
<hr/>																		
Total UG																		
Degrees	443	85%	337	91%	284	92%	294	92%	329	85%	267	77%	296	86%	268	79%	288	86%
MSED/MS	78	15%	35	9%	25	8%	26	8%	56	15%	81	23%	49	14%	66	19%	43	13%
Post																		
Certificates																	7	2%
<hr/>																		
Total																		
Degrees	521		372		309		320		385		348		345		341		333	

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Four-Year Undergraduate Students

- **275 students (headcount)** earned four-year degrees in 2010-2011.
- **33%** of the **four-year graduating students** were granted degrees from the **College of Arts and Sciences**. **33%** were granted from the **School of Business**, **26%** from the **School of Education**, **6%** from the **School of Fine Arts**, and **1%** from **University College**.
- **36** graduates earned **more than one major**.

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

Major	Count	Major	Count
NACCT	4	NINBU	2
NADYS (MIS)	11	NMATH	6
NART	10	NMGMT	21
NBADM	0	NMKTG	7
NBAFS	28	NMUS	1
NBIOL	13	NMUSI	5
NBUSA	12	NMUSV	2
NCHEM	2	NPACT	12
NCSER	0	NPE	6
NEBED	1	NPOLS	5
NECON	5	NPSYC	16
NELED	23	NSMAD (Sports Marketing)	12
NENGL	9	NSOC	36
NENSC	2	NSOCS	3
NFIN	10	NSPAN	5
NGENS	4	NSPCM	3
NGERM	1	NSPED	14
NHIST	12	NMUTH	1
NHPF	9	NPOSTSECCERT	2

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

◆ 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, and phone by the secretary (Counseling, Career, and Disability Services) and trained student workers, in an effort to increase participation. When messages were left, the option was also given to respond on-line at the NSU 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 2010-11: 136 (This service is expected to decrease as students manage their own files and use digital applications.)

NSU Career Center vacancy announcements received:

- 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): 118 vacancy site links, 28 regional newspaper classified ads links

Northern State University Career Center

September 1, 2010 thru August 31, 2011 Cumulative Job Vacancies*

	<u>Total</u>
Full-Time Positions	4355*
Teaching	17%*
Business, Industry, Government, & Non-P	83%*
Internships	443
Part-time Employment	886
TOTAL VACANCIES ON WOLFWORK	5684

* These are low estimates, as some jobs in the system have been edited rather than copied as new jobs.

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◆ NSU School of Business Career Placement Activities
reported by Scott Peterson, NSU School of Business Placement Director

Inclusive Dates: September 1, 2010 – August 31, 2011

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)	42
Banking/Financial Services (BAFS)	27
Economics	1
Finance	5
General Business/Business Administration	12
International Business	4
Internship	67
Management	0
Management Information Systems (MIS)	8
<u>Marketing</u>	<u>12</u>
Totals	178

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

<u>Major</u>	<u>Headcount</u>	<u>Credit Hours</u>
Accounting (4-year)	2	8
Banking/Financial Services (BAFS)	19	24
Economics	1	4
Finance	3	12
General Business/Business Administration	2	18
International Business	2	7
Management	2	5
Management Information Systems (MIS)	3	11
Marketing	2	8
<u>Professional Accountancy (5-year)</u>	<u>11</u>	<u>75</u>
Totals	47	172

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Placement/employment of 2010-2011 Graduates.

- **177 out of the 275 four-year graduates responded** to the survey:

Employed	93%
Employed In-field	59%
Employed Out-of-field	5%
In/Out Undefined	29%
Continuing Education	29%
Graduate School	16%
Working/Cont. Ed	12%
Unemployed	7%

- **8 out of the 13 two-year graduates responded** to the survey:

Employed	88%
Employed In-field	75%
Employed Out-of-field	13%
Continuing Education	38%

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Employment status by undergraduate major						
4yr First Major Only	<u>In Field</u>	<u>Out of Field</u>	<u>Not Employed</u>	<u>Continuing Ed</u>	<u>Unknown</u>	CountOfFirstMajor
NACCT	2	0	1	1	1	5
NADYS	4	0	0	1	4	9
NART	0	2	1	2	4	9
NBAFS	9	0	1	2	7	19
NBIOL	2	2	1	6	1	12
NBUSA	6	0	0	0	6	12
NCHEM	0	0	1	1	0	2
NEBED	1	0	0	0	0	1
NECON	0	0	0	0	1	1
NELED	15	1	1	8	3	28
NENGL	1	0	1	1	6	9
NENSC	0	0	0	0	0	0
NFIN	1	1	0	1	2	5
NGENS	0	0	0	0	4	4
NGERM	0	0	0	0	0	0
NHIST	2	0	0	0	8	10
NHPE	3	0	2	5	0	10
NINBU	1	0	0	0	1	2
NMATH	4	0	0	0	0	4
NMGMT	10	0	0	0	6	16
NMKTG	2	0	0	0	2	4
NMUS	0	0	0	0	1	1
NMUSI	3	0	2	2	0	7
NMUTH	0	0	0	0	1	1
NPACT	6	0	0	1	5	12
NPE	1	1	0	2	2	6
NPOLS	1	0	0	2	1	4
NPOSTSECCERT	0	0	0	0	2	2
NPSYC	3	1	0	6	3	13
NSMAD	2	1	0	4	9	16
NSOC	11	0	2	6	13	32
NSOCS	1	0	0	0	2	3
NSPAN	1	1	0	2	2	6
NSPCM	1	0	0	2	1	4
NSPED	3	0	0	0	2	5
4yr First Major Only Totals	96	10	13	55	100	274
2yr Majors	<u>In Field</u>	<u>Out of Field</u>	<u>Not Employed</u>	<u>Continuing Ed</u>	<u>Unknown</u>	CountOfMajor
NBADM	2	5	1	0	2	10
NBAFS	1	1	0	1	0	3
NCART	0	1	0	0	0	1
NDKPB	1	1	0	1	0	3
NGENS	2	5	0	1	3	11
2yr Major Only Totals	6	13	1	3	5	28

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Respondents reporting their starting salary by degree: Career Center Office confirms that it is getting harder to get personal information from our graduates. This year's cohort salary response is weak, although it is much better than last year's cohort response.

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	1	0	1	0	2	0	0	0	0	0	0	0	0	0	0	4	0
AA	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	3	0
BA	8	1	2	1	2	0	1	0	0	0	0	1	0	1	13	4	
BS	5	4	7	0	7	3	10	0	6	2	4	1	1	3	40	13	
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
BME	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0	
BSED	3	2	2	0	8	0	8	0	1	1	1	0	0	0	23	3	
CERTU	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Totals	18	7	12	1	19	3	24	0	7	3	5	2	1	4	86	20	

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

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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
NACCT										1				1	0	2
NADYS			1			1				1				1	2	2
NART					1										1	0
NBADM													1		1	0
NBAFS			1		3		3				1				8	0
NBIOL	1				1		1								3	0
NBUSA		1			2		1			1		1			3	3
NCSER															0	0
NCHEM															0	0
NEBED										1					1	0
NECON															0	0
NELED	2	1	1		4		6								13	1
NENGL	1														1	0
NENSC											1				1	0
NFIN					1					1					2	0
NFMGT															0	0
NHIST		1												1	0	2
NHPE		2				1									0	3
NINBU												1			0	1
NMATH							2				1				3	0
NMEDT															0	0
NMGMT			3			1	4			1					8	1
NMKTG					1					1					2	0
NMUS															0	0
NMUSI							2								2	0
NMUSIC															0	0
NMUTH															0	0
NPACT	1		1				1			2		1		1	6	1
NPE	1		1								1				2	1
NPOLS		1													0	1
NPSYC	2		1												3	0
NSMAD	1	1													1	1
NSOC	6		2	1			1								9	1
NSOCS															0	0
NSPAN					1										1	0
NSPCM	1														1	0
NSPED					3										3	0
Totals	16	7	11	1	17	3	21	0	7	3	4	2	1	4	77	20

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Current residency

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

Row Labels	Count of State
CO	3
GA	1
HI	1
IA	2
ID	1
IL	1
KS	2
MI	1
MN	6
MO	1
MT	2
ND	15
NE	1
NJ	1
PA	1
SD	144
TN	1
WI	1
GRAND TOTAL	185

Seventy-eight percent of our graduates have a known residency of South Dakota.

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

Row Labels	Count of State
AA	2
SD	2
AS	5
SD	5
BA	33
GA	1
HI	1
IL	1
KS	1
MI	1
ND	2
NE	1
SD	25
BME	2
SD	2
BS	76
CO	2
ID	1
IA	1
KS	1
MN	5
MO	1
MT	1
ND	6
PA	1
SD	57
BSED	34
MN	1
ND	1
NJ	1
SD	31
MS	0
SD	0
MSED	33
CO	1
IA	1
MT	1
ND	6
SD	22
TN	1
WI	1
Grand Total	185

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Appendix

Initial Mailing Letter

Student Employment Survey
2010 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 2010

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: _____

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_____ 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 2010 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 _____

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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!