



The University of North Carolina at Chapel Hill UNDERGRADUATE FIRST DESTINATION REPORT Class of May 2015



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University Career Services
Undergraduate First Destination Report: Class of May 2015
Executive Summary
January 2016

Introduction

Annually University Career Services (UCS) surveys May graduates receiving their bachelor's degrees from UNC-Chapel Hill regarding their career fields, graduate/professional schools, employers, geographic locations, salaries, and other data. A total of 3,924 undergraduates earned a bachelor's degree in May 2015. Out of this number of graduates, a total of 2571 responded to the First Destination Survey (65.6%). The National Association of Colleges and Employers (NACE) best-practices recommended response rate for the First Destination Survey is 65%.

Methodology

The First Destination Survey data includes students who completed a bachelor's degree from the University of North Carolina at Chapel Hill in May 2015. The data collection began in March 2015 and concluded in December 2015. For students who indicated they were "still seeking" or "not seeking" employment as well as students who did not respond in the initial survey, several follow-up contacts were attempted throughout the remainder of 2015 to update the employment status to get a more complete summary of first destination outcomes. This timeframe also reflects the standard benchmark for national data collected by NACE.

Outcome information was collected via the following methods.

- Student surveys (hardcopy and electronic)
- Social media research (Hepdata, LinkedIn, Facebook)
- Employer feedback and surveys
- Departmental surveys
- Emails to graduates

Metrics

There are a number of standard metrics established by NACE to help evaluate the data collected in the First Destination Survey. These metrics include the total success rate, standard employment, continuing education, without an outcome, and mean starting salary. Each of these metrics are defined and evaluated below according to five year trends for UCS.

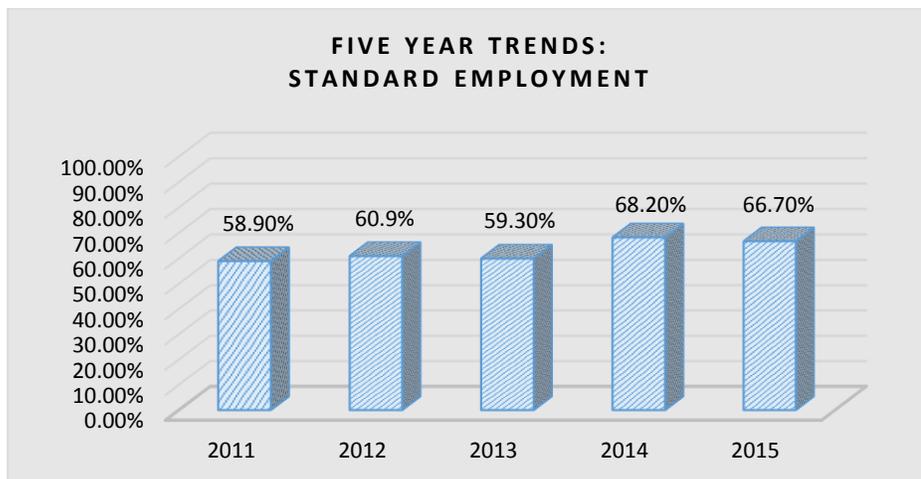
Total Success Rate

The total success rate is the percentage of bachelor's degree graduates who reported a positive outcome (employment, self-employment, service/military, or continuing education) within six-month's after graduation. The total success rate for UNC Chapel Hill for the class of May 2015 was 92.3%.



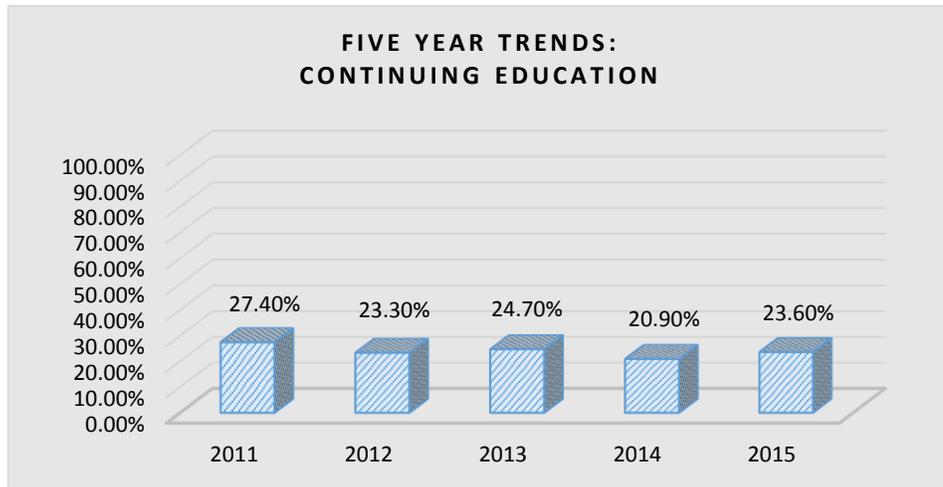
Standard Employment Rate

Based on the NACE standard, the standard employment rate includes full-time defined as being employed for 30 hours per week or more on a regular basis. The standard employment rate for UNC Chapel Hill for the class of May 2015 was 66.7%.



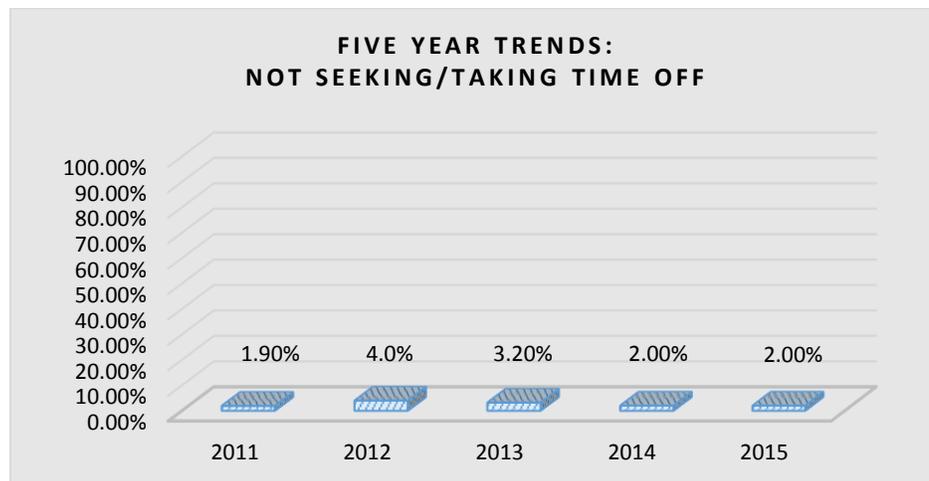
Continuing Education Rate

Based on the NACE standard, continuing education refers to students who are actively engaged in pursuing another degree completion or certificate that may be required for their profession, e.g., certified public accountant (CPA). The continuing education rate for UNC Chapel Hill for the class of May 2015 was 23.6%.



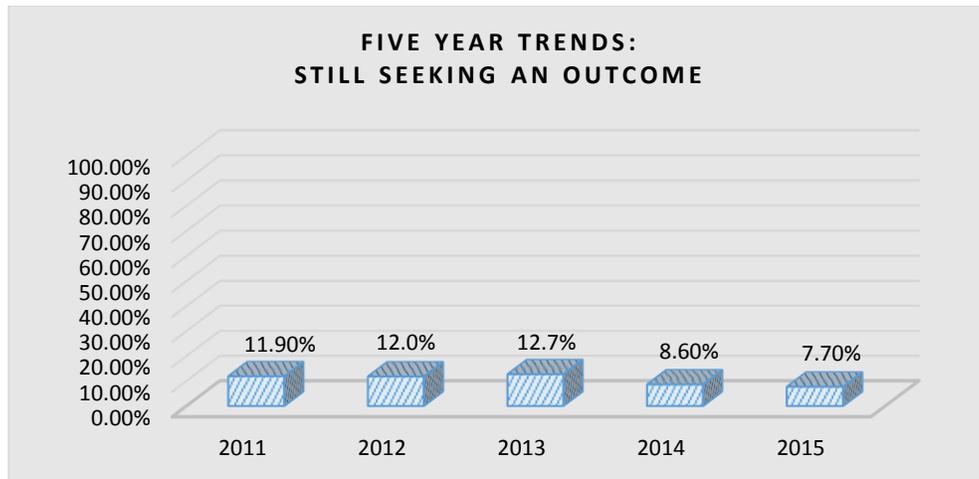
Not Seeking/Taking Time Off

As defined by NACE, graduates who the institution knows have decided not to pursue any landing (employment, service, the military, or continuing education) in this period after graduation are to be designated as “not seeking.” The “not seeking” rate for UNC Chapel Hill for the class of May 2015 was 2.0%.



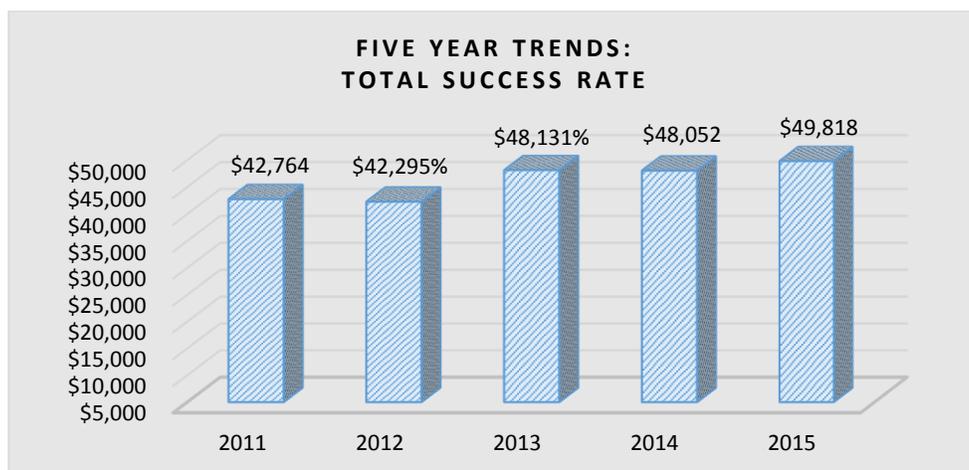
Still Seeking an Outcome

As defined by NACE, graduates who have not landed in any of the preceding categories and are known by the institution to be still pursuing a landing are identified as “still seeking an outcome”. They may be principally interested in obtaining employment (still seeking employment) or the primary goal may be to be admitted to a graduate or professional program (still seeking continuing education). The Still Seeking an Outcome rate for UNC-CH for the May 2015 class was 7.7%.



Average Starting Salary

NACE standards call for collecting starting salary for graduates who are employed on a full-time basis. For the national averages, NACE calculated overall salary by weighting the individual institutional averages and medians by the number of salaries or bonuses represented by an individual institution’s data. The average starting salary for UNC Chapel Hill for the class of May 2015 was \$49,818.



Summary

In January 2014 the National Association of Colleges and Employers (NACE) established standards for collecting and reporting first destination outcomes. University Career Services at UNC Chapel Hill utilized these standards when compiling data for the First Destination Survey for the graduating class of 2015. Data for this graduating class was compiled for all graduates over a period of six months after graduation which is the same benchmark for data collection by NACE.

In January 2014, NACE compiled information from member institutions and created the initial report for first destination results for the class of 2014.

It is important to note that the outcomes reported in this document are based on self-report data. The data reflect outcomes within six months of graduation for students graduating with a bachelor's degree; therefore, the outcomes do not project the long-term career prospects of these graduates.

Citation: NACE definitions, standards, and averages taken from the NACE First Destinations for the College Class of 2014

May 2015 First Destination Report Summary

Data Point	Metric
3,924	Total number of students who earned a bachelor's degree in May 2015
2,571	Total number of known outcomes (compiled from student surveys, employer feedback, and LinkedIn)
65.6%	Total knowledge rate of graduate outcomes; NACE best practices guidelines recommends a knowledge rate of 65%
66.7%	Employed fulltime (defined as 30+ hours a week)
23.6%	Pursuing further education
2.0%	Not seeking employment/taking time off
7.7%	Still seeking employment
92.3%	Overall success rate for UNC-CH undergraduate Class of May 2015

First Destination Outcomes by Major

MAJOR	Total Graduates	Number of Respondents	Response Rate	Employed Fulltime/Part-time	Further Education	Postponing Fulltime Employment	Still Seeking Employment	Total Success Rate	Salary Mean	Total Salary Responses
African & Afro-Amer Studies	3	1	33.3%	0.0%	100%	0.0%	0.0%	100.0%	NA	0
American Studies	12	8	66.6%	75.0%	25.0%	0.0%	0.0%	100.0%	NA	0
Anthropology	34	21	61.8%	47.7%	33.3%	4.8%	14.2%	85.8%	NA	3
Applied Science	28	20	71.4%	75.0%	5.0%	5.0%	15.0%	85.0%	\$64,250	4
Archaeology	5	2	40.0%	50.0%	50.0%	0.0%	0.0%	100.0%	NA	0
Art History	11	8	72.7%	62.5%	12.5%	0.0%	25.0%	75.0%	NA	0
Asian Studies	22	12	54.5%	50.0%	25.0%	8.3%	16.7%	83.3%	NA	1
Biology (BS)	419	233	55.6%	45.1%	48.5%	1.7%	4.7%	95.3%	\$38,044	28
Biostatistics	9	6	66.6%	33.4%	66.6%	0.0%	0.0%	100.0%	NA	0
Business Administration	319	277	87.0%	90.9%	7.1%	0.3%	1.4%	98.60	\$65,029	235
Business Journalism	10	10	100.0%	90.0%	0.0%	0.0%	10.0%	90.0%	NA	2
Chemistry	128	77	60.1%	44.2%	46.8%	1.3%	7.7%	92.3%	\$28,671	12
Child Dev & Family Studies	10	3	30.0%	100.0%	0.0%	0.0%	0.0%	100.0%	NA	0
Classics	5	3	60.0%	33.3%	33.3%	33.3%	0.0%	100.0%	NA	0
Clinical Lab Sciences	18	10	55.0%	100.0%	0.0%	0.0%	0.0%	100.0%	NA	3
Communication Studies	114	68	59.6%	70.6%	13.2%	2.9%	13.2%	86.8%	\$38,203	5
Comparative Literature	10	2	20.0%	50.0%	50.0%	0.0%	0.0%	100.0%	NA	1
Computer Science	86	64	74.4%	76.6%	20.3%	0.0%	3.1%	96.9%	\$74,248	33
Dental Hygiene	25	11	44.4%	63.6%	9.1%	2.3%	25.0%	75.0%	NA	1
Dramatic Art	20	8	40.0%	75.0%	0.0%	25.0%	0.0%	100.0%	NA	2
Economics	285	213	74.7%	76.5%	14.6%	1.4%	7.5%	92.5%	\$56,359	48
Elementary Education	33	14	42.4%	64.3%	7.1%	0.0%	28.6%	71.4%	\$27,300	4
English	106	64	60.3%	64.1%	25.0%	3.1%	7.8%	92.2%	\$26,381	7
Environmental Health Sciences	25	19	76.0%	57.9%	36.8%	0.0%	5.3%	94.7%	\$46,333	6
Environmental Sciences	30	22	73.3%	72.7%	13.6%	4.5%	9.1%	91.9%	\$32,995	10
Environmental Studies	22	16	72.7%	62.4%	6.2%	6.2%	25.0%	75.0%	\$30,360	6
Exercise and Sport Science	265	155	58.4%	48.3%	44.5%	1.3%	5.8%	94.2%	\$32,539	15
Geography	18	13	72.2%	61.5%	23.1%	7.7%	7.7%	92.3%	NA	1
Geological Sciences	12	7	58.3%	100.0%	0.0%	0.0%	0.0%	100.0%	NA	1
Germanic & Slavic Languages	11	7	63.6%	42.9%	57.1%	0.0%	0.0%	100.0%	NA	1
Global Studies	108	75	69.4%	66.6%	22.7%	2.7%	8.0%	92.0%	\$35,505	9

MAJOR	Total Graduates	Total Responses	Response Rate	Employed	Further Education	Postponing Fulltime Employment	Still Seeking Employment	Total Success Rate	Average Salary	Total Salary Responses
Health Policy Mgt	42	37	88.1%	78.4%	16.2%	0.0%	5.4%	94.6%	\$57,068	19
History	107	64	59.8%	55.3%	30.8%	3.1%	10.8%	89.2%	\$36,359	10
Information Science	42	35	87.5%	88.6%	11.4%	0.0%	0.0%	100.0%	\$66,880	10
Interdisciplinary Studies	6	4	66.6%	100.0%	0.0%	0.0%	0.0%	100.0%	NA	1
Linguistics	20	9	45.0%	66.7%	22.2%	11.1%	0.0%	100.0%	NA	0
Management & Society	55	38	69.0%	76.3%	7.9%	0.0%	15.8%	84.2%	\$44,038	16
Mathematical Decision Science	38	20	52.6%	80.0%	20.0%	0.0%	0.0%	100.0%	\$54,286	7
Mathematics	57	35	61.4%	65.7%	22.9%	0.0%	11.4%	88.6%	\$50,686	6
Middle Grade Education	21	8	38.1%	25.0%	12.5%	0.0%	62.5%	37.5%	NA	0
Media and Journalism	304	254	83.6%	81.6%	4.5%	4.1%	9.8%	91.2%	\$40,200	250
Music	7	6	85.7%	50.0%	50.0%	0.0%	0.0%	100.0%	NA	0
Music (Performing)	23	10	43.4%	50.0%	40.0%	0.0%	10.0%	90.0%	NA	0
Nursing	101	49	48.5%	83.7%	6.1%	0.0%	8.2%	91.8%	\$43,101	25
Nursing (ABSN)	57	24	42.1%	91.7%	4.2%	0.0%	4.2%	95.8%	\$45,473	10
Nutrition	20	14	66.6%	35.7%	64.3%	0.0%	0.0%	100.0%	NA	1
Peace, War, and Defense	40	22	55.0%	68.2%	9.1%	4.5%	18.2%	81.8%	\$44,333	6
Philosophy	27	13	48.1%	61.5%	30.8%	0.0%	7.7%	92.3%	NA	2
Physics	20	11	55.0%	54.5%	45.5%	0.0%	0.0%	100.0%	NA	1
Political Science	155	112	72.2%	64.3%	30.4%	0.0%	4.5%	95.5%	\$42,367	23
Psychology	344	213	61.9%	53.5%	35.7%	2.8%	8.0%	92.0%	\$33,860	34
Public Policy	60	45	75.0%	64.4%	24.4%	0.0%	11.1%	88.9%	\$34,900	6
Radiological Science	13	9	69.2%	77.8%	11.1%	0.0%	11.1%	88.9%	NA	1
Religious Studies	14	10	71.4%	60.0%	30.0%	0.0%	10.0%	90.0%	NA	1
Romance Languages	37	23	62.1%	56.5%	26.1%	4.3%	13.0%	87.0%	NA	2
Sociology	31	16	51.6%	62.4%	31.2%	6.2%	0.0%	100.0%	NA	1
Studio Art	19	10	52.6%	60.0%	20.0%	10.0%	10.0%	90.0%	NA	0
Women's & Gender Studies	9	4	44.4%	50.0%	50.0%	0.0%	0.0%	100.0%	NA	0

Note: Salary averages are only included when four or more responses were collected

First Destination Outcomes by College

College	Total Graduates	Total Responses	Response Rate	Employed	Further Education	Postponing Fulltime Employment	Still Seeking Employment	Total Success Rate	Average Salary
Arts and Sciences	2840	1770	62.4%	59.8%	29.8%	2.2%	8.1%	91.9%	\$44,716
Kenan-Flagler Business School; Undergraduate Business Program	319	277	87.0%	90.9%	7.1%	0.3%	1.7%	98.3%	\$65,029
School of Education	64	25	39.1%	52.0%	8.0%	0.0%	40.0%	60.0%	\$34,667
School of Information and Library Science	42	35	83.3%	88.6%	11.4%	0.0%	0.0%	100.0%	\$66,880
School of Media and Journalism	304	254	83.6%	81.6%	4.5%	4.1%	9.8%	91.2%	\$40,200
School of Nursing	158	73	46.2%	86.3%	5.5%	0.0%	8.2%	91.8%	\$45,065
Gilling's School of Global Public Health	96	76	79.2%	61.8%	34.2%	0.0%	3.9%	96.1%	\$54,704

Employers Who Hired the Most 2015 Graduates

Corporate	Non-Profit
1. Oracle	1. University of North Carolina
2. Bank of America	2. UNC Hospitals
3. Cisco Systems	3. Duke University Medical Center
4. Red Ventures	4. Teach For America
5. IBM	5. Carolina College Advising Corp
6. Suntrust Robinson Humphrey	6. Research Triangle Institute
7. Deloitte	7. United States Peace Corp
8. Accenture	8. Americorp
9. Credit Suisse	9. BCBS
10. Huron Consulting Group	10. Moses Cones Health Systems

Most Common Type of Continuing Education Being Pursued

Type of Professional School	Percentage Attending
Medicine	11%
Law	9%
Accounting	5%
Pharmacy	5%
Biology	3%

Industries That Hired the Most 2015 Graduates

1. Finance
2. Healthcare/Pharmaceutical/Biotech
3. Education
4. Technology
5. Consulting
6. Consumer Products
7. Media/Communications
8. Non-Profit
9. Government
10. Services

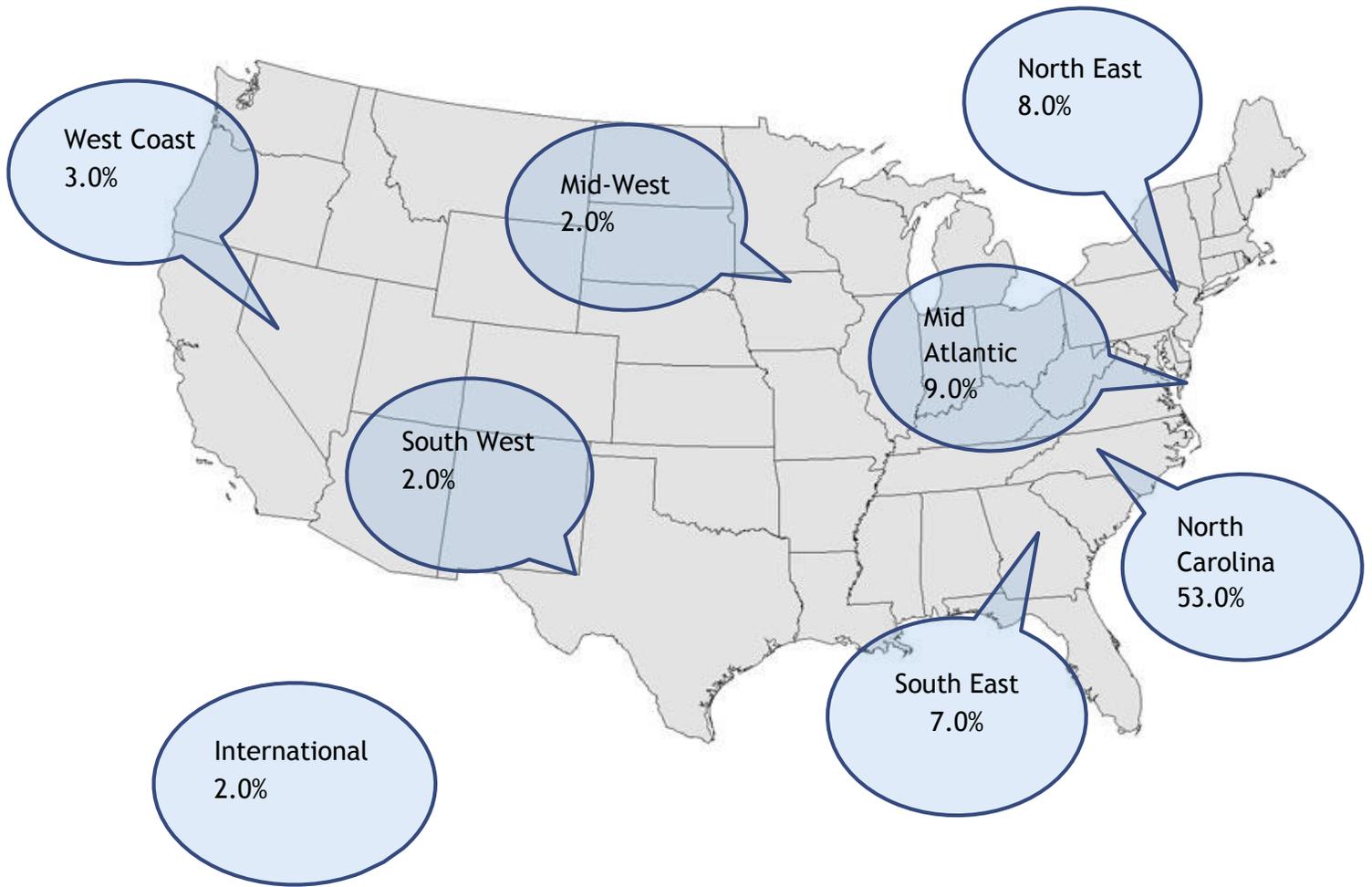
Employer Engagement Activities Fall 2015-Spring 2016

- 238 organizations participated in on-campus recruiting
- 4136 on-campus interviews were conducted for fulltime job and internship opportunities
- 202 employers held information sessions
- 563 organizations attended a career fair

Historical Outcome Data

Graduation Year	Response Rate	Employed Fulltime	Continuing Education	Not Seeking Fulltime Employment	Still Seeking Fulltime Employment	Success Rate
2015	65.6%	66.7%	23.6%	2.0%	7.7%	92.3%
2014	65.6%	68.3%	21.0%	3.1%	7.6%	92.4%
2013	39.2%	59.3%	24.7%	7.0%	8.9%	91.1%
2012	52.7%	60.9%	23.3%	6.8%	9.0%	91.0%
2011	37.3%	58.9%	27.4%	6.4%	7.4%	92.6%
2010	36.3%	52.9%	26.6%	7.7%	12.7%	87.3%
2009	42.4%	52.8%	30.0%	7.8%	9.5%	90.5%
2008	38.8%	63.8%	26.6%	5.6%	4.0%	96.0%

Geographical Outcomes for the Class of 2015



83% of entering first-year UNC-CH students are from the state of North Carolina. Upon graduation, just over half ended up staying in the state to pursue their career goals. 13% of respondents did not specify a location.

University Career Services

Employer Advisory Board Members

The University Career Services Employer Advisory Board consists of recruiting professionals and managers from organizations who consistently hire the most UNC-CH students. The Board meets twice a year (February and June) to provide insight, direction, and feedback on a variety of recruiting-related issues.

Altria	IBM
Bain & Company	Newell Rubbermaid
Bank of America	Oracle
Blue Cross/Blue Shield of NC	United States Peace Corp
Deloitte	PricewaterhouseCoopers, LLP
E&J Gallo Winery	RR Donnelley
EY	Red Ventures
General Electric	Target Stores
Goldman Sachs	Teach For America
The Hershey Company	UNC Healthcare
Huron Consulting	Wells Fargo

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