



# The University of North Carolina at Chapel Hill UNDERGRADUATE FIRST DESTINATION REPORT Class of May 2016



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**University Career Services**  
**Undergraduate First Destination Report: Class of May 2016**  
**Executive Summary**  
**January 2017**

**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 3,722 undergraduates earned a bachelor's degree in May 2016. Out of this number of graduates, a total of 2430 responded to the First Destination Survey (65.3%)

**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 2016. The data collection began in March 2016 and concluded in December 2016. 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 2016 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.

**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 2016. 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.

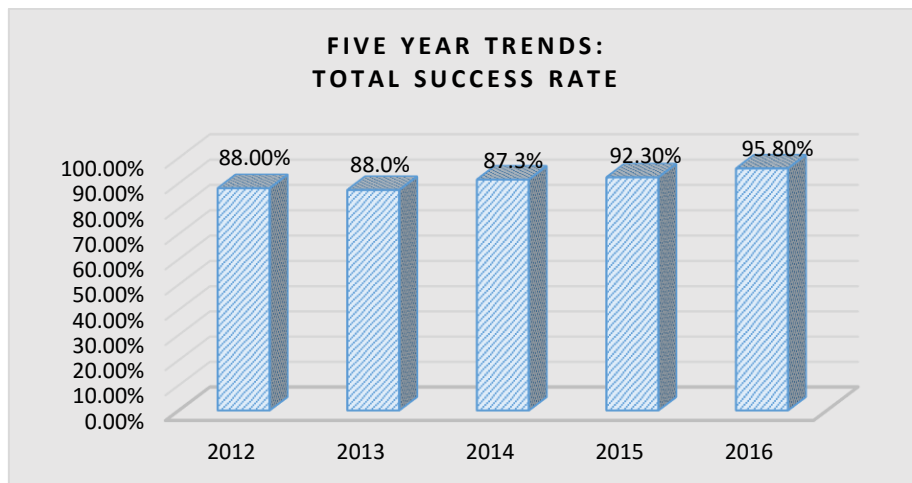
In January 2014, NACE compiled information from member institutions and created the initial report for first destination results for the class of 2014.

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**

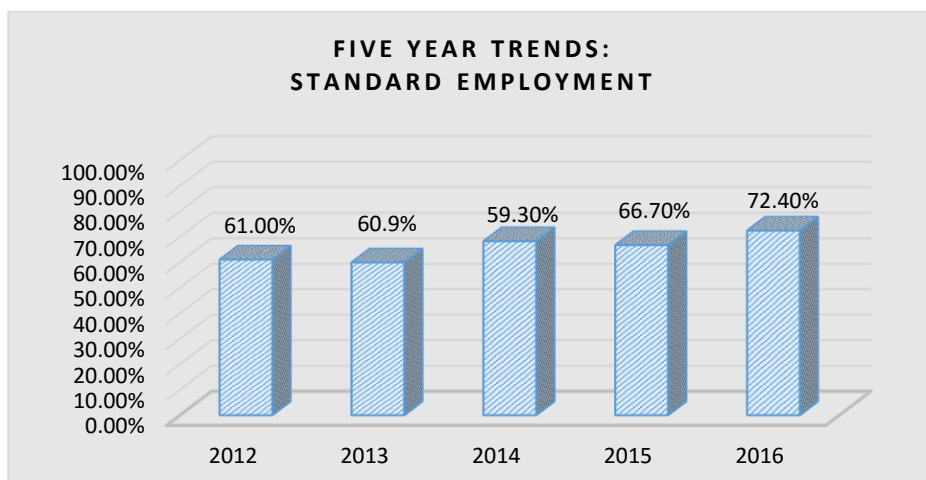
## **Total Success Rate**

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 2016 was 95.8%.



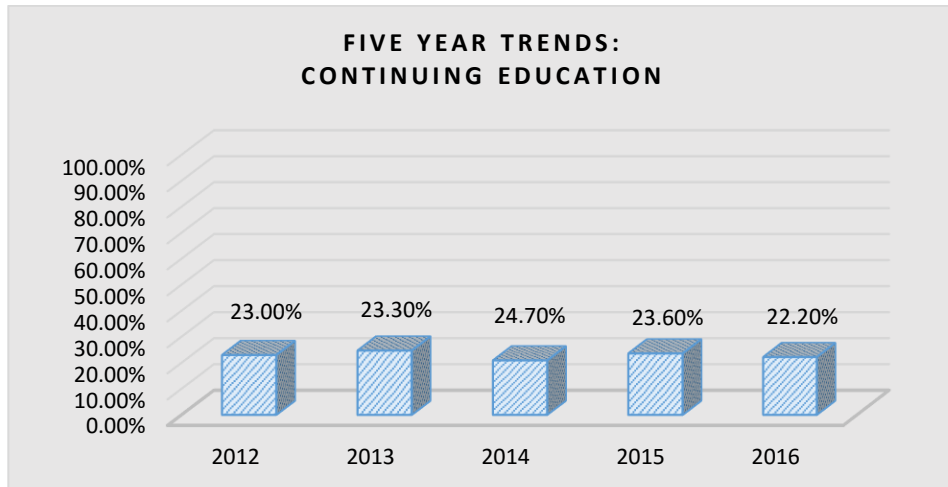
## **Standard Employment Rate**

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 2016 was 72.40%.



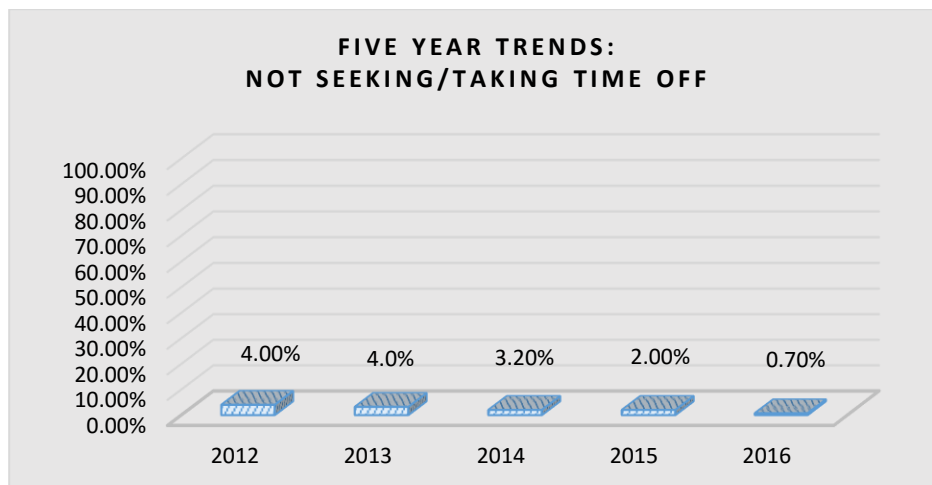
## **Continuing Education Rate**

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 2016 was 22.20%.



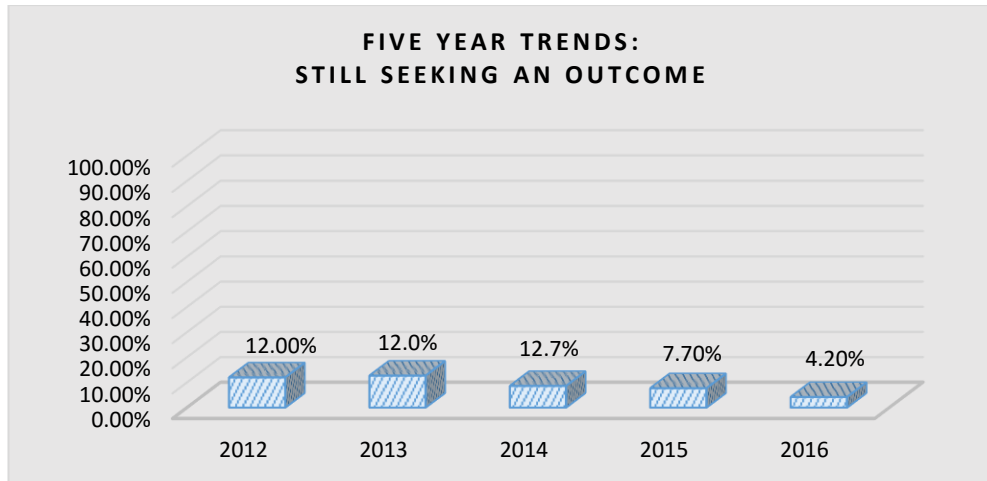
## **Not Seeking/Taking Time Off**

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 2016 was 0.7%.



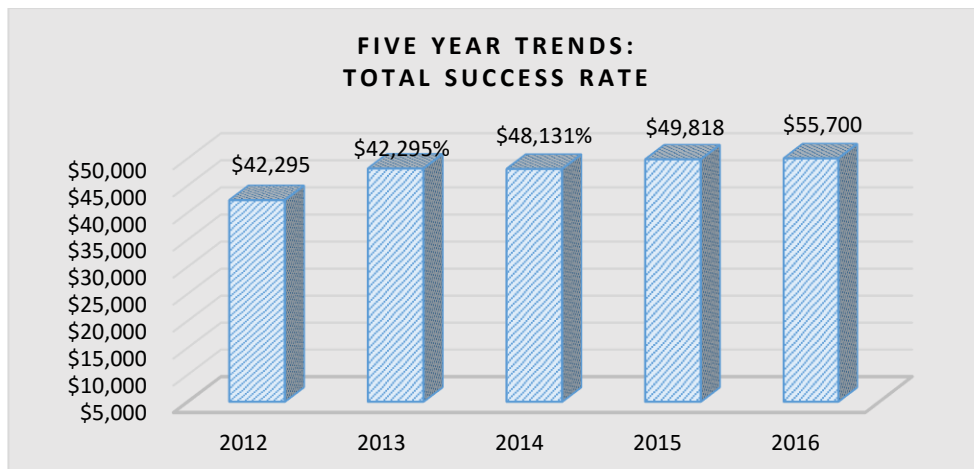
## **Still Seeking an Outcome**

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 2016 class was 4.2%.



## **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 2016 was \$55,700



## May 2016 First Destination Report Summary

Data Point	Metric
3,722	Total number of students who earned a bachelor's degree in May 2016
2,430	Total number of known outcomes (compiled from student surveys, employer feedback, and LinkedIn)
65.3%	Total knowledge rate of graduate outcomes; NACE best practices guidelines recommends a knowledge rate of 65%
72.40%	Employed fulltime (defined as 30+ hours a week)
22.20%	Pursuing further education
0.7%	Not seeking employment/taking time off
4.20%	Still seeking employment
95.80%	Overall success rate for UNC-CH undergraduate Class of May 2016

## First Destination Outcomes by College

College	Total Graduates	Total Responses	Response Rate	Employed (Full-time)	Employed (part-time)	Further Education	Postponing Fulltime Employment	Still Seeking Employment	Total Success Rate
Arts and Sciences	2751	1700	61.8%	66.9%	1.3%	26.8%	0.8%	4.9%	95.1%
Kenan-Flagler Business School; Undergraduate Business Program	281	272	96.7%	89.0%	6.2%	4.4%	0.0%	0.4%	99.6%
School of Education	49	20	40.8%	70.0%	5.0	15.0%	0.0%	10.0%	90.0%
School of Information and Library Science	35	30	85.7%	83.3%	0.0%	16.7%	0.0%	0.0%	100.0%
School of Media and Journalism	300	247	82.3%	81.8%	3.2%	11.7%	1.6%	4.9%	95.1%
School of Nursing	162	69	42.5%	88.4%	1.4%	7.2%	1.4%	1.4%	98.6%
Gilling's School of Global Public Health	89	62	69.6%	59.7%	4.8%	33.9%	0.0%	1.6%	98.4%

## Employers Who Hired the Most 2016 Graduates

### Corporate

Accenture, Amazon, Bank of America, Capital One, Cisco Systems, Credit Suisse, Deloitte, Deutsche Bank, Epic Systems, EY, Fidelity, General Electric, GlaxoSmithKline, Google, Huron Consulting Group, IBM, JPMorgan Chases & Co, KPMG, McKinsey & Company, Microsoft, Morgan Stanley, Newell Rubbermaid, Oracle, PWC, Red Ventures, Quintiles, Suntrust Robinson Humphrey, UBS, Wells Fargo

### Non-profit

Autism Society of NC, Carolina College Advising Corp, Carolina Performing Arts, Carolinas HealthCare System, Duke University Health System, KIPP, Los Alamos National Laboratory, National Institutes of Health, Research Triangle Institute, Teach for America, UNC-CH, UNC Health Care System, US Peace Corps, Venture for America, Wake Medical Center, YMCA



## Employer Engagement Activities Fall 2015-Spring 2016

- 276 organizations participated in on-campus recruiting
- 4620 on-campus interviews were conducted for fulltime job and internship opportunities
- 206 employers held information sessions
- 588 organizations attended a career fair

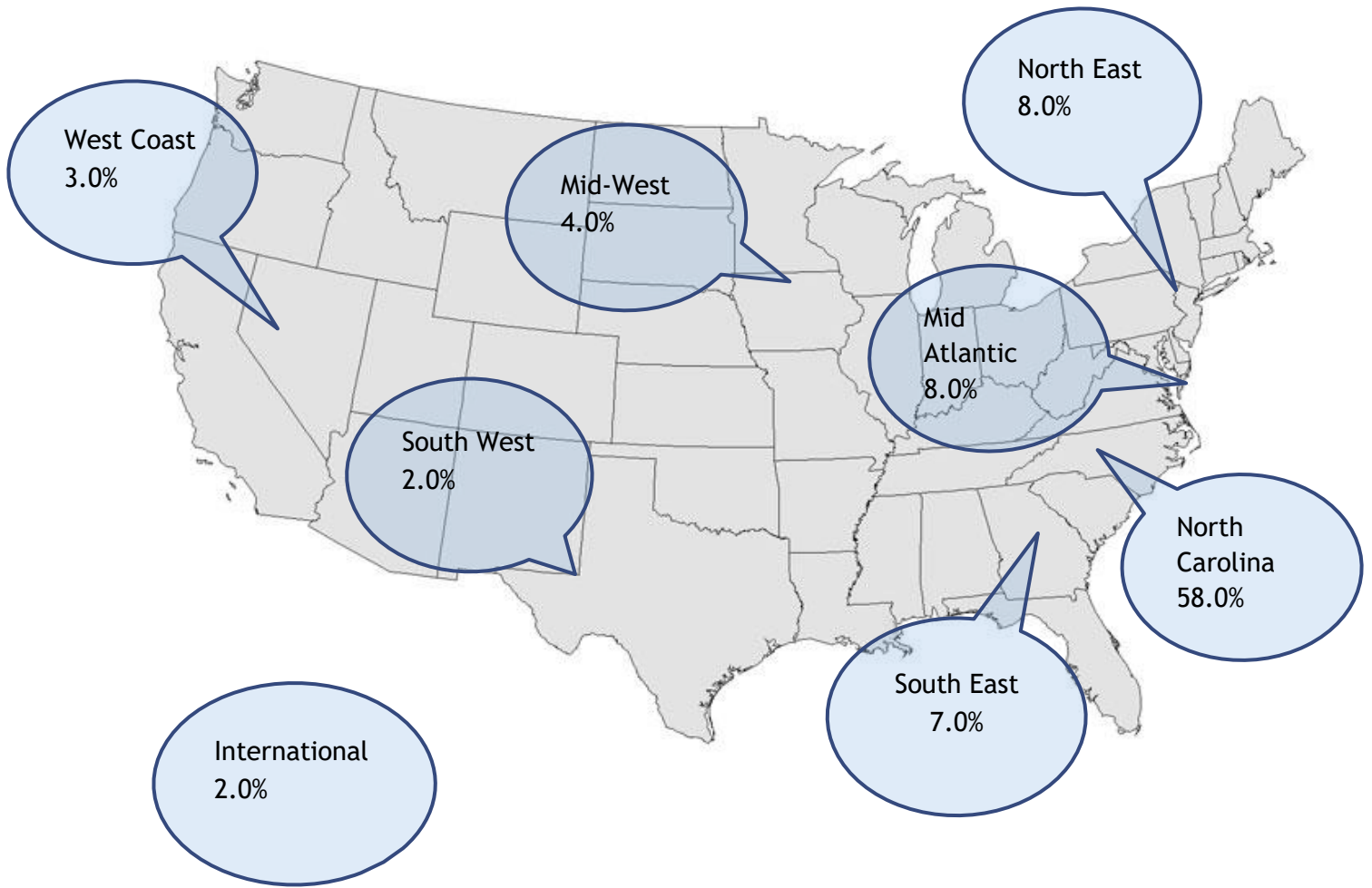
## Most Common Type of Continuing Education Being Pursued

Type of Professional School	Percentage Attending
Arts and Science	51.5%
Medicine	22%
Law	8%
Accounting	7.5%

## Historical Outcome Data

Graduation Year	Response Rate	Employed Fulltime	Continuing Education	Not Seeking Fulltime Employment	Still Seeking Fulltime Employment	Success Rate
2016	65.3%	72.4%	22.2%	0.7%	4.2%	95.8%
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 2016



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 careers goals. 9% 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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