



College of Communication Arts and Sciences

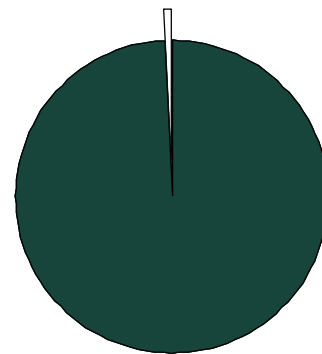
Knowledge Rate: 76%

As of January 2018, data from 660 of 864 graduating students receiving a bachelor's degree had been collected, via the survey or other means, resulting in a knowledge rate of 76%. The majority of graduates reported that they were headed into the workforce.

Communication Arts and Sciences - Table 1		
Report Outcomes of 2017 Graduates		
Outcome	#	%
Employed - Full-time	561	85%
Employed - Part-time	13	2%
Continuing Education	64	10%
Starting a Business	12	2%
Pursuing Other Commitments	5	1%
Unplaced	5	1%
Total	660	100%

See the Destination Survey introduction for additional information on each outcome category.

Figure 1
Unplaced 1%



Career Outcomes Rate - 99%

Of the 108 students who identified the type of employment chosen, 105 (97%) indicated their position was either a) career-related (88 = 81%), b) a stepping stone toward their ultimate career goal (12 = 11%), or c) work that allows them to explore career options (5 = 5%). A list of organizations that hired graduates in 2017 can be found in the appendix.

Salary Information

Eighty-nine (89) of the graduates that indicated full-time employment also reported salary information. Of these, ten (10) graduates reported receiving a signing bonus.

Communication Arts and Sciences - Table 2						
Report Salary Data for 2017 Graduates						
Reported Salaries	Average	Low	25th Percentile	50th Percentile	75th Percentile	High
89	\$40,742	\$20,000	\$30,000	\$37,000	\$45,000	\$150,000

Top Industries

- Advertising and PR Services
- MGMT, HR and Tech Services
- Educational Services
- Video, Film and Broadcast

Employment Search Resources

Communication Arts and Sciences - Table 3		
Resources Used to Find Employment		
Resource	#	%
Previous Internship/Co-op/Work	21	22%
MSU Career Management System*	5	5%
Other Job Posting Source	15	15%
On-Campus Interview	5	5%
Career Fair	10	10%
MSU Academic Program	1	1%
MSU Faculty or Staff	14	14%
Personal Network/Family Friend	40	41%
Social Networking	21	22%
Another Resource	16	16%

Table 3 - Highlights the method that graduates identified as the way they found current job. Graduates could select more than one option and not all graduates responded. 97 responded to this question. *MSU software environment used by students to connect with employers.

Geographic Distribution

A total of 423 graduates reported their employment location. Of those, 64% (269) were employed in Michigan and 78% (330) reported employment in the Midwest. In addition, of the three hundred fifty-five (355) students originally from Michigan that reported their employment location, 71% (250) were employed in Michigan and 83% (292) reported employment in the Midwest.

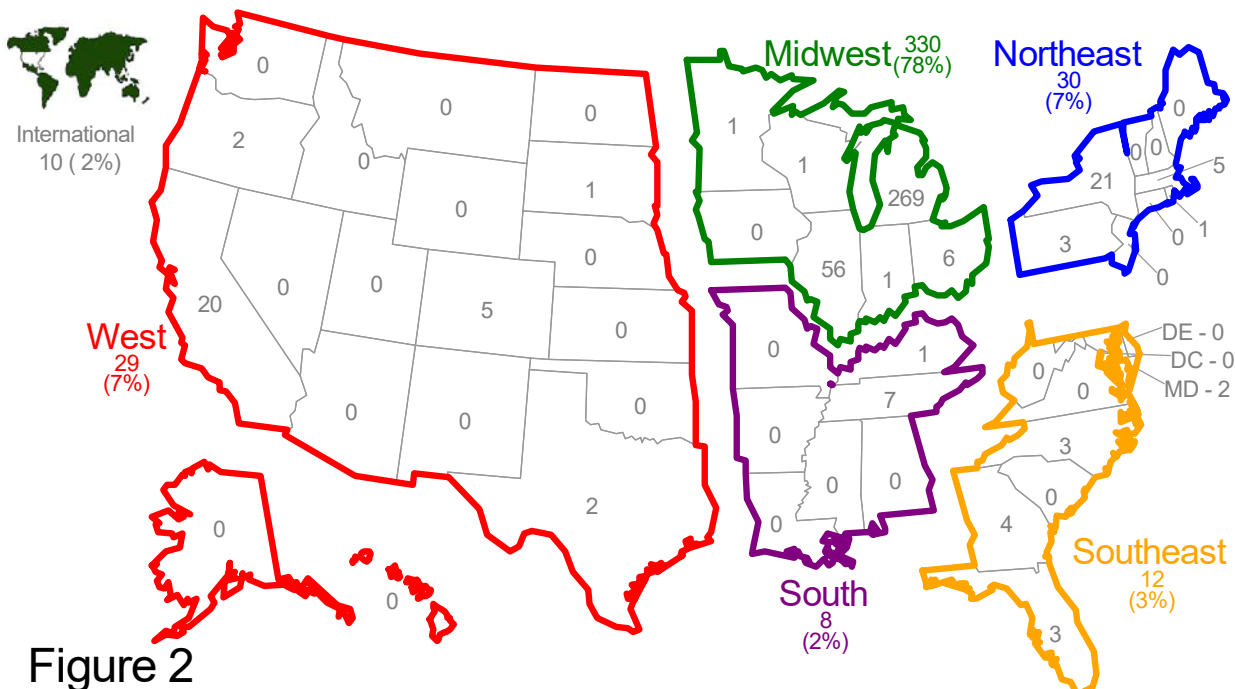


Figure 2



Continuing Education

Of the sixty-four (64) students that reported continuing their education as their main pursuit immediately after graduation, fifty-eight (58) reported the specific degree pursued. Graduates who indicated employment as well as continuing education were excluded from this table. This information is self-reported and may lead to slight inaccuracies when it comes to certification. *See appendix for a listing of universities attended for continuing education.*

Communication Arts and Sciences - Table 4		
Continuing Education Degrees Pursued by 2017 Graduates		
Degree Pursued	#	%
Second Bachelor's	8	14%
Health Professional (MD, DVM, PA, etc.)	0	0%
Law (JD)	3	5%
Master's	40	69%
MBA	1	2%
PhD	1	2%
Teacher Certification	1	2%
Certification Program: Other	3	5%
Other	1	2%
Total	58	100%

For simplicity, percentages have been rounded to the nearest point. Cumulative percentage totals were calculated with floating point decimal places in the addends.



Co-Curricular Activities

The survey also includes questions about co-curricular activities in which students may have participated during their college career. All students were asked to indicate their involvement in a list of career related activities while at MSU (or a previous institution in the case of transfer students) regardless of their destination outcome.

One hundred thirty-two (132) students responded to this section. Table 5 shows the percentage of students that indicated each activity.

Table 6 aggregates the types of experiences from Table 5 into five categories of activities. Superscript letters indicate the activities in Table 5 that are incorporated into each category. Students are only counted once for each category even if they participated in more than one indicated activity.

Communication Arts and Sciences - Table 5		
Co-Curricular Activity Participation by 2017 Graduates		
Activity	#	%
Co-op/Intern – for credit ^{a,b}	67	50%
Co-op/intern – non-credit ^{a,b}	64	48%
Off-Campus Work – career related ^{a,b}	51	40%
Off-Campus Work – non-career related ^{a,c}	57	45%
On-Campus Work – career related ^{a,b}	45	37%
On-Campus Work – non-career related ^{a,c}	55	45%
Research – PA/Project/Summer – MSU ^{a,e}	34	28%
Research – PA/Project/Summer – non-MSU ^{a,e}	1	1%
Service Learning/Volunteer Project – MSU ^{a,f}	52	44%
Service Learning/Volunteer Project – non-MSU ^{a,f}	23	19%
Study Abroad – MSU program ^{a,d}	49	40%
Study Abroad – non-MSU program ^{a,d}	2	2%
Work Abroad – career related ^{a,b}	15	15%
Work Abroad – non-career related ^{a,c}	0	0%

Superscript letters link co-curricular activities to supplemental experience programs in Table 6. Graduates could select more than one option.

Communication Arts and Sciences - Table 6		
Supplemental Experiences		
Experience	#	%
Out of Classroom Experience ^a	132	99%
Career Based ^b	118	88%
Skill Based ^c	84	65%
Study Abroad ^d	51	42%
Research ^e	35	28%
Volunteer ^f	51	43%

Table 6 - Superscript letters link supplemental experience programs to co-curricular activities in Table 5 and graduates can select more than one type of experience. For instance, a student that did both an MSU and a non-MSU study abroad program (indicated with^d) in Table 5 would only be counted once towards study abroad in Table 6.