



## College of Communication Arts and Sciences

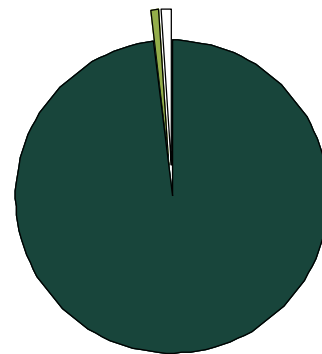
### Knowledge Rate: 80%

As of February 2016, data from 646 of 808 graduating students receiving a bachelor's degree had been collected, via the survey or other means, resulting in a knowledge rate of 80%. The majority of graduates reported that they were headed into the workforce.

Communication Arts and Sciences - Table 1		
Report Outcomes of 2015 Graduates		
Outcome	#	%
Employed	581	90%
Continuing Education	46	7%
Starting a business	5	1%
Pursuing Other Commitments	2	0%
Unplaced	7	1%
Unresolved	5	1%
Total	646	100%

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

Figure 1  
Unresolved 1%    Unplaced 1%



### Career Outcomes Rate - 98%

Of the 515 students who identified the type of employment chosen, 502 (97%) indicated their position was either a) career-related (477 = 93%) or b) a stepping stone toward their ultimate career goal (25 = 5%). A list of organizations that hired graduates in 2015 can be found in the appendix.

## Salary Information

Eighty-five (85) of the graduates that indicated employment also reported salary information. Of these, eight (8) graduates reported receiving a signing bonus.

Communication Arts and Sciences - Table 2						
Report Salary Data for 2015 Graduates						
Reported Salaries	Average	Low	25th Percentile	50th Percentile	75th Percentile	High
85	\$37,473	\$19,200	\$30,000	\$35,000	\$42,500	\$60,000

#### Top Industries

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



## Employment Search Method

Communication Arts and Sciences - Table 3		
Method Used to Find Employment		
Program	#	%
Previous Internship/Co-op	46	22%
Previous Work Experience	30	15%
Other Job Posting Source	30	15%
MySpartanCareer	11	5%
On-Campus Interview	9	4%
Career Fair	17	8%
Personal Network/Family/Friend	47	23%
Social Networking	15	7%
Other	0	0%
<b>Total</b>	<b>205</b>	<b>100%</b>

Table 3 - Highlights the method that graduates identified as the way they found current job.

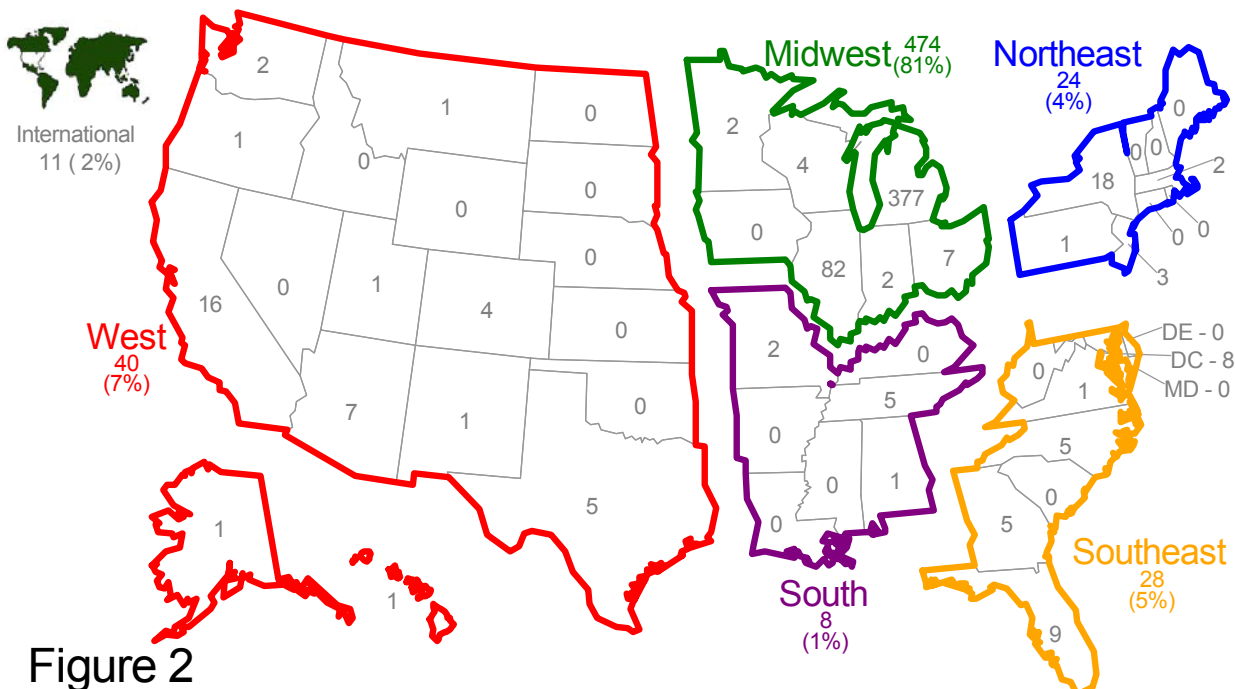
## Out of Classroom Experience

Communication Arts and Sciences - Table 4		
Supplemental Experiences		
Program	#	%
Out of Classroom Experience <sup>a</sup>	614	95%
Career Based <sup>b</sup>	553	86%
Skill Based <sup>c</sup>	427	66%
Study Abroad <sup>d</sup>	69	11%
Research <sup>e</sup>	35	5%
Volunteer <sup>f</sup>	84	13%

Table 4 - Identifies any supplemental activities or experiences that graduates participated in during their time as a student. Graduates could select more than one option and not all graduates responded. Superscript letters link supplemental experience programs to co-curricular activities in Table 6.

## Geographic Distribution

A total of 585 graduates reported their employment location. Of those, 64% (377) were employed in Michigan and 81% (474) reported employment in the Midwest. In addition, of the five hundred six (506) students originally from Michigan that reported their employment location, 71% (357) were employed in Michigan and 85% (429) reported employment in the Midwest.





## Continuing Education

Of the forty-six (46) students that reported continuing their education as their main pursuit immediately after graduation, forty-five (45) 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 5		
Continuing Education Degrees Pursued by 2015 Graduates		
Outcome	#	%
Second Bachelors	5	11%
Health Professional (MD, DVM, PA, etc.)	1	2%
Law (JD)	5	11%
Masters	32	71%
MBA	0	0%
PhD	0	0%
Teacher Certification	1	2%
Certification Program: Other	0	0%
Other	1	2%
Total	45	100%

Note: 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.

Six hundred fourteen (614) students responded to this section. Table 6 shows the percentage of students that indicated each activity.

Communication Arts and Sciences - Table 6		
Co-Curricular Activity Participation by 2015 Graduates		
Activity	#	%
Co-op/Intern – for credit <sup>a,b</sup>	134	22%
Co-op/intern – non-credit <sup>a,b</sup>	299	49%
Off-Campus Work – career related <sup>a,b</sup>	362	59%
Off-Campus Work – non-career related <sup>a,c</sup>	258	42%
On-Campus Work - volunteer <sup>a,c</sup>	0	0%
On-Campus Work – career related <sup>a,b</sup>	197	32%
On-Campus Work – for pay or credit <sup>a,c</sup>	102	17%
On-Campus Work – non-career related <sup>a,c</sup>	156	25%
Other <sup>a</sup>	9	1%
Research – PA/Project/Summer – MSU <sup>a,e</sup>	33	5%
Research – PA/Project/Summer – non-MSU <sup>a,e</sup>	3	0%
Service Learning/Volunteer Project – MSU <sup>a,f</sup>	42	7%
Service Learning/Volunteer Project – non-MSU <sup>a,f</sup>	54	9%
Study Abroad – MSU program <sup>a,d</sup>	62	10%
Study Abroad – non-MSU program <sup>a,d</sup>	8	1%
Summer Work - career related <sup>a,b</sup>	137	22%
Summer Work – non-career related <sup>a,c</sup>	102	17%
Work Abroad – career related <sup>a,b</sup>	0	0%
Work Abroad – non-career related <sup>a,c</sup>	3	0%

Notes: Superscript letters link co-curricular activities to supplemental experience programs in Table 4. Graduates could select more than one option.