Methodology and Highlights

The Destination Survey is administered annually by the Michigan State University (MSU) Career Services Network. It attempts to document the post-graduate outcomes of MSU students who have received a bachelor's degree during the spring and summer semesters, offering a snapshot of their progress as they transition out of college.

Methodology
The college-based career consultants and other colleagues coordinated data collection efforts within their own colleges, but all utilized the Destination Survey System and a common set of questions. Beyond the online survey, data was collected through other sources, including:

- Emails from individual students reporting their outcomes
- Information from departments that were aware of specific student placements
- Reports from employers indicating recent hires
- Information mined from LinkedIn and other social networking resources
- Direct calls to graduates.
- Student Clearinghouse for Continuing Education.
- Michigan State University Human Resources for Employment beyond graduation.

While these additional data gathering methods are not research oriented, they are consistent with the goal of gathering information on as many students as possible. Only data that practitioners deemed legitimate and verifiable were included in the dataset. We will therefore use the term knowledge rate or “the percent of graduates for which the institution has reasonable and verifiable information concerning the graduates’ post-graduation career activities” (NACE http://www.naceweb.org/knowledge/assessment/first-destination-survey-standards.aspx) throughout the report.

Survey Pool
The survey targeted only undergraduate students who graduated in spring and summer 2018. The initial pool was generated by the Office of the Registrar’s intent to graduate list. However, the Network eliminated records of students who may have initially responded but, in fact, did not graduate until after August 2018. The final list of graduates are those with spring and summer 2018 conferred degrees in the MSU student information system as of quarter term in fall 2018.

Time Frame
Individual colleges timed the survey launch dates differently: some started sending email requests to complete the survey the fall before graduation; others waited until several weeks after graduation in hopes of receiving more definitive placement responses. Subsequent waves of surveys were sent throughout the fall semester following graduation to non-responders and to those whose initial response classified them as unplaced at the end of the summer. The window to survey for the purposes of this snapshot closes approximately six months after summer graduation.
The additional data gathering methods described above were engaged throughout the collection period, but were amplified at the end of the fall semester following graduation and the beginning of winter. The Career Services Network continued to accept data from colleges and departments gathering outcome information through means other than the Destination Survey until the official survey portal closed at the end of January 2019.

**Outcome Terms**
In this report, outcomes have been divided into three categories:

- **Career Outcome** which includes: employment, continuing education, including pursuing graduate school (must be admitted), an additional degree, or completing a certification requirement (i.e. teaching certification); starting a business; or pursuing other commitments, which covers personal endeavors such as extended travel, writing a novel or starting a family.
- **Unplaced**, which includes students actively seeking employment, waiting on admission to a graduate program, or uncertain about plans at the close of data collection.

**Tabulations**
Multiple majors or dual degree graduates were counted once within each college in which they were awarded a degree for the college reports. Honors students are included in the tabulations for their respective college but also counted in the Honors College section. Duplications were also eliminated within the MSU – All Colleges section.

**Highlights**
- Overall career outcomes and knowledge rates remain at or near 10 year highs.
  - 2018 Overall MSU knowledge rate remains high at 81% near the high of 84%.
  - 2018 Overall MSU career outcomes rate at 93% near the 10 year high of 95%.
  - 2018 Overall MSU employment rate at 10 year high of 67%.
  - 2018 Employment in the state of Michigan at 10 year high of 65%.

Knowledge Rate:
- 7 of the 15 colleges reported a knowledge rate equal to or higher than in 2017.
- 4 of the 15 colleges raised their knowledge rate 4% or more compared to 2017.

Career Outcomes Rate:
- All 15 colleges reported a career outcomes rate greater than 85%.
- 11 of the 15 colleges reported a career outcome rate equal to or greater than 95%.

Teacher Certification:
- First-year placement tracking of graduates who completed their full year teaching internship resulted in a 91% response rate and 99% placement rate.