



Class of 2012
Follow-up Study

Career Services

Executive Summary

The following pages detail the results of the *Follow-up Survey for the Class of 2012*. This report is a summary of the employment and continuing study in which members of the Class of 2012 were engaged seven to ten months post graduation. The survey is an important component of Career Services' efforts to understand the kinds of work and graduate programs new graduates are interested in pursuing. The information is shared with the St. Lawrence community to assist colleagues in advising students and in accomplishing their work objectives.

To summarize the final report, 429 of the 544 graduates reported their career status for a 78.9% return rate. This is 2% higher than the return rate for the Class of 2011. All respondents completed the survey on-line or over the phone with a Career Services staff member. Graduates were mailed a postcard with the survey site address, and subsequent follow-up was conducted through personalized emails and phone calls. Career Services also collaborated with faculty and coaches asking them to contact non-respondents to have them complete the survey. Data was collected between December 17, 2012 and March 10, 2013.

According to the *Michigan State University Recruiting Trends Survey for 2011-2012*, published in Fall 2011, "This market has more moderate expectations, especially at the Bachelor's degree level, than the more exuberant market of last year. Bachelor's degree holders and MBAs will both experience a 5-7 percent increase this year. . . ." (p. 7).

Contrary to the research predictions, members of the SLU Class of 2012 saw a dip (1.9%) in their total placement rate to 94.1%. Of the 94.1%, 72.6% were primarily pursuing a career and had obtained a full-time or part-time job (down 5.6%), 20.8% were attending graduate school either full-time or part-time as their primary function (up 3%), and an additional .7% were pursuing professional post-baccalaureate education (up .7%).

The majority of respondents from the Class of 2012 found full-time employment through some form of networking. Nearly 14% of newly employed graduates found their employment through an internship, and participation in Career Services off-campus recruiting events and on-campus interviews accounted for 10.2% of how new graduates secured jobs. Education remains as the top career field in which respondents are employed with Finance/Banking in second, and Retail/Wholesale in third. The top job functions performed by respondents from the Class of 2011 are Teaching/Coaching/Training, Sales, Administration/Management, and Customer Service.

The overall (not only as primary activity) number of new graduates continuing in school rose from 18.5% to 22% (up 3.5%). Education, Science & Technology and Health were the top three fields of study for respondents enrolled either full-time or part-time in graduate or professional school, with Social Sciences a close fourth. Fifty-four percent (52.9%) of survey respondents attending graduate school chose to study in one of these top three areas, while an additional 12.5% chose Social Sciences. It is interesting to note that with the exception of Education, none of these fields were on the top list for the previous years' graduates.

The following detailed report contains information on the top 10 career industries and job functions, sources of obtaining employment, salary information, a sampling of jobs, a breakdown of graduate school attendance, a sampling of graduate and professional school programs, and internship information.

Carol L. G. Bate, Ph.D.

Associate Dean of Student Life and Director of Career Services

Follow-up Study: Class of 2012

St. Lawrence University, July 2013

<u>Category</u>	<u>Respondents</u>	<u>Percentage</u>
-----------------	--------------------	-------------------

CAREERS

Employed Full-Time	200	47.3%
Employed Full-Time Volunteer Activity	14	3.3%
Employed Full-Time, Attending Graduate School Part-Time	11	2.6%
Employed Full-Time Volunteer, Graduate School Part-Time	3	0.7%
Total Employed Full-Time	228	53.9%

Employed Part-Time	66	15.6%
Employed Part-Time, Attending Graduate School Part-Time	2	0.5%
Total Employed Part-Time	68	16.1%

Internships or Research Experience, Unpaid	11	2.6%
--	----	------

Total Primarily Pursuing a Career	307	72.6%
--	------------	--------------

POSTBACCALAUREATE EDUCATION

Graduate School Full-Time	48	11.3%
Graduate School Full-Time, Volunteer Part-Time	0	0.0%
Graduate School Full-Time, Employed Full-Time	8	1.9%
Graduate School Full-Time, Employed Part-Time	26	6.1%
Graduate School Part-Time	0	0.0%
Other Professional Post-Baccalaureate Education	6	1.4%
Total Primarily Graduate/Professional School	88	20.8%

Other Post-Baccalaureate Education	3	.7%
------------------------------------	---	-----

Total Primarily Pursuing Education	91	21.5%
---	-----------	--------------

TRANSITION

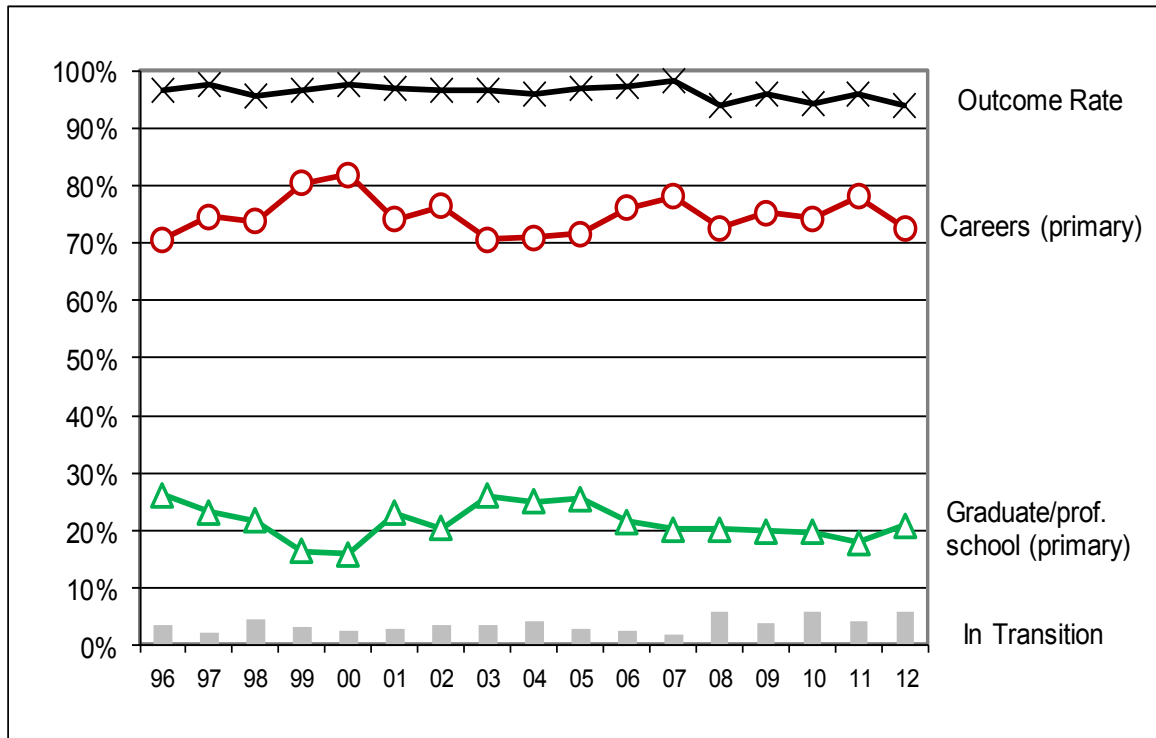
In Transition -- Pursuing Employment	25	5.9%
--------------------------------------	----	------

SUMMARY

*Final Outcome Rate:	398/423	94.1%
-----------------------------	----------------	--------------

* Data analysis excludes 6 new graduates who were neither pursuing a job or graduate study at the time of the survey.

Final Report Comparison: 1996-2012



	Careers (primary)	Graduate/ Professional School (primary)	Other Post- baccalaureate Education	In Transition	Outcome Rate
1996	70.6%	26.1%		3.3%	96.7%
1997	74.7%	23.1%		2.2%	97.8%
1998	73.9%	21.7%		4.4%	95.6%
1999	80.4%	16.4%		3.2%	96.8%
2000	81.9%	15.9%		2.3%	97.7%
2001	74.1%	23.0%		2.9%	97.1%
2002	76.4%	20.3%		3.3%	96.7%
2003	70.7%	26.0%		3.3%	96.7%
2004	69.5%	24.4%		6.0%	94.0%
2005	70.3%	25.1%		4.6%	95.4%
2006	74.8%	21.0%		4.1%	95.9%
2007	77.5%	19.9%		2.6%	97.4%
2008	72.2%	19.9%	1.30%	6.30%	93.60%
2009	73.3%	19.3%	0.80%	6.50%	93.50%
2010	73.6%	19.4%	0.20%	6.80%	93.20%
2011	77.6%	16.7%	1.00%	4.70%	95.30%
2012	72.6%	20.8%	1.40%	5.90%	94.10%

Top Career Industries and Functions

The top 10 career industries represented by the Class of 2012 for those employed are below. Each industry represents the type of employer where each graduate is working.

Rank	Field	% of Respondents	# of Respondents
1	Education	22%	73
2	Finance/Banking	9%	28
3	Retail/ Wholesale	8%	26
4	Sports and Recreation	6%	21
5	Food and Beverage	6%	21
6	Health Care	6%	20
7	Government/ Public Administration	4%	14
8	Social/ Human Services	3%	9
9	Advertising	3%	8
10	Business Services	3%	8

Graduates were also asked about their specific job function. The top 10 job functions for the class are listed below.

RANK	JOB FUNCTION	% OF RESPONDENTS	# OF RESPONDENTS
1	Teaching/Coaching/Training	21%	68
2	Sales	11%	35
3	Administration Management	10%	32
4	Customer Service	7%	24
5	Research/Analysis	7%	22
6	Financial Services	4%	14
7	Health Services	4%	13
8	Marketing/ Brand Management	3%	11
9	Create/Design/Multimedia	3%	8
10	Operations	2%	7

Source of Obtaining Employment

Comparison: Class of 2012, 2011, 2010, 2009

It is essential to track the way in which students find employment and receive job offers. The following statistics reveal how members of the Class of 2012 secured full-time jobs, sometimes in various ways, in comparison to the three previous years. Results show that the SLU network and internships continue to be the major source of positions.

Source of Employment	Class of 2012		Class of 2011		Class of 2010		Class of 2009	
Parent/Relative/Friend	86	38.1%	94	40.3%	86	41.3%	71	35.5%
SLU Faculty	10	4.4%	13	5.6%	10	4.8%	7	3.5%
Alumni/Parent Network	28	12.4%	27	11.2%	22	10.6%	15	7.5%
Internships	31	13.7%	36	15.5%	24	11.5%	19	9.5%
Direct Application	66	29.2%	60	25.8%	56	26.9%	68	34.0%
Employment Agency	11	4.9%	6	2.6%	9	4.3%	17	8.5%
On-Campus Interviews or Resume Referrals	6	2.7%	11	4.7%	17	8.2%	13	6.5%
Recruitment Events/Fairs	12	5.3%	17	7.3%	7	3.4%	10	5.0%
Military	1	0.4%	0	0.0%	0	0.0%	0	0.0%
Other	15	6.6%	17	7.3%	12	5.8%	12	6.0%

Satisfaction and Salary Information

Satisfaction Information

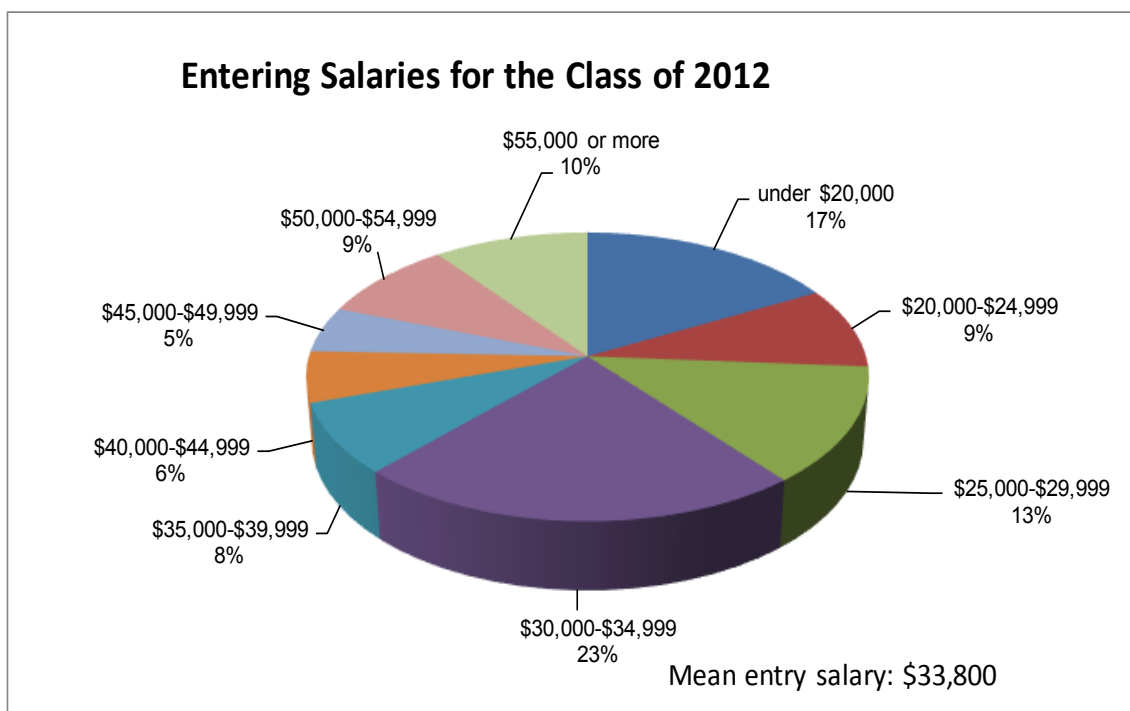
At the time of this survey, 228 graduates reported full-time employment. Of the 202 reporting satisfaction, 37% indicated their job was *directly* related to their desired career path which increased from 35% in 2011. An additional 41% of the respondents reported they were in a job that was *somewhat* related to their desired career path. The Class of 2012 increased by 5% the number of respondents who secured jobs prior to graduation (33% in 2012 up from 28% in 2011).

St. Lawrence University graduates in the Class of 2012 working full-time were highly satisfied with their employment with 95% very satisfied or satisfied with their current job. This is an increase of satisfaction by 4% since 2011 at 91%. Despite the uncertain employment market, results of this survey show that more than half of the respondents sought out and accepted positions related to their desired career path and were satisfied with that employment.

Salary Information

The mean starting salary reported for the Class of 2012 was \$33,835, up from \$32,564 for the Class of 2011. The median salary range is \$31,000-\$31,999.

The Class of 2012 saw a decrease by 9% in the jobs accepted under \$30,000 making up only 39%, compared with 48% in 2011. The Class of 2012 also had a 9% increase in the number of graduates receiving salaries of \$50,000 or higher compared to 2011. The percentage of graduates obtaining salaries of \$40,000 or higher continues to increase at 30%, an increase of 4% since 2011. In addition the percentage of members from the Class of 2012 in the lowest three salary ranges (at or below \$29,999) was down 9% from last year.



Sampling of Jobs

Industry	Company/Organization	Job Title
Accounting	M&T Bank	Online Banking Specialist
	Paychex	Data and 401K Processor
Advertising	Media Planning Group, Havas Media O'Keeffe and Company	Assistant Media Planner PR/Marketing Account Coordinator
Agriculture and Natural Resources	California Trout	Watershed and Outreach Coordinator
	Green Peace	Grassroots Activist
Architecture/Urban Planning	Preservation Studios	Head Architectural Historian
Arts & Entertainment	Dog Green Productions	Production Assistant
	SoWa Artist Guild	Artist Assistant
Biotech & Pharmaceuticals	EMD Millipore North Carolina Research Campus	Associate Product Manager, Ultrafiltration Research Technician
Business Services	Boy Scouts of America--Twin Rivers Council	Unit Service Executive
	SDM Group	Business Analyst
	Vector Marketing	Assistant Manager/Sales Rep/Receptionist
Chemicals	Duke University	Lab Technician
Communications/Media	ESPN	Production Assistant
	Ralph Lauren	Marketing coordinator
	T3Media	Sales Representative
	TPR Media LLC	Editorial Associate
Construction	Harding & Knopf masonry construction	Laborer
	Suffolk Construction	Project Engineer
Consulting	Advantages Sales and Marketing	Management trainee Marketing
	Breakaway Policy Strategies	Administrative Assistant
	Endurance Specialty LTD	Web & Applications Developer
	IBM	Client representative
	Metzger, Inc.	Project Manager
Education	Akwesasne Freedom School	Head Office/School Administrator
	Allen Brook Elementary School	Paraprofessional
	AmeriCorps	Teacher
	City-Year	AmeriCorps Member
	CNI	Researcher
	Council on International Educational Exchange	Program Assistant: China
	East Lyme Public Schools	Assistant Director of Aquatics and Fitness
	EPIK English Program in Korea	ESL Teacher
	Green Chimneys	Outdoor Educator
	Kids First Child Care	Pre-K Teacher
	Nativity Preparatory School of New Bedford	Math and Science Teacher
	Northeastern University	Research Technician, Psychology Dept.
	Rensselaer Polytechnic Institute	Assistant Women's Soccer Coach
	NYC Department of Education	Classroom Teacher
	Teach For America	Science Teacher
University of Texas at Dallas	Research Assistant and Teaching Assistant	
UNL Graduate School	Research Assistant	
Whittier Elementary	Classroom Assistant	

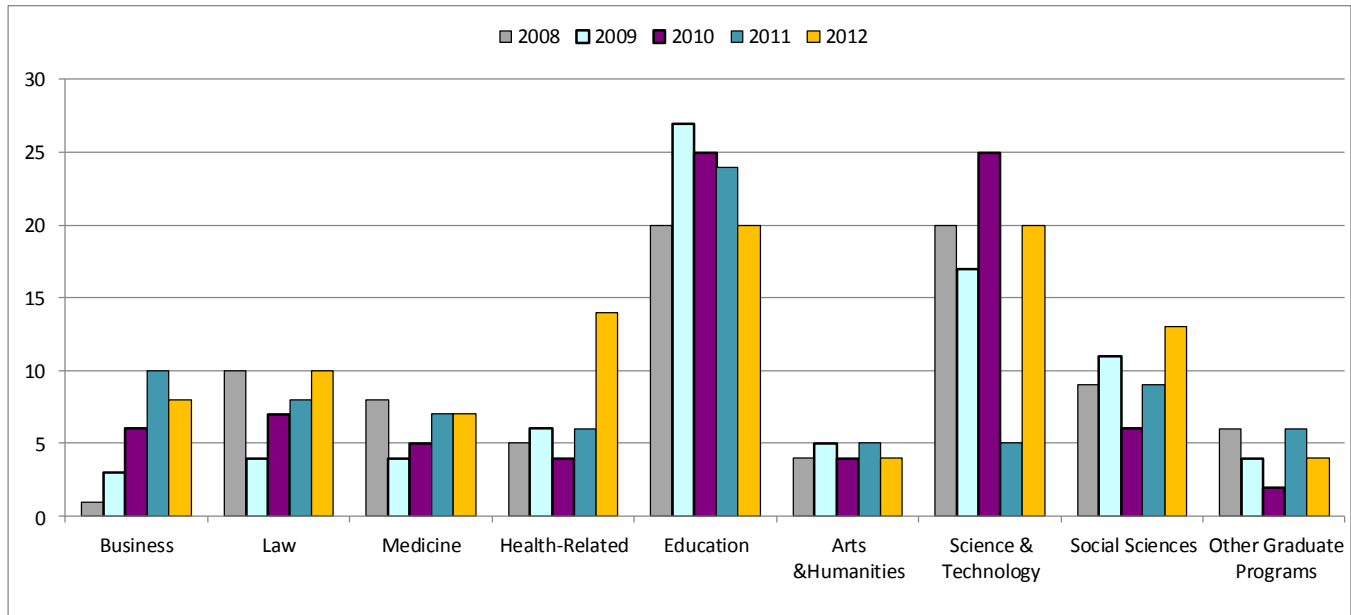
Sampling of Jobs

Industry	Company/Organization	Job Title
Energy	Chemoil Corporation	Fuel Oil Sales
	Preferred Utilities	Test Engineer
Finance/Banking	Admirals Bank	Business Analyst
	Angelo, Gordon & Co.	Analyst
	Banco Santander	COML Project Manager, Corporate Development
	Bank of America	Events coordinator
	Bloomberg LP	Analytics
	Brown Brothers Harriman	Corporate Actions Specialist
	Cambridge Associates	Research Associate
	First Command Financial Planning	Financial Advisor
	GE Capital	Commercial Leadership Program
	GFI Group	Business Development
	Goldman Sachs	Analyst
	ING Financial Partners	Financial Advisers
Food and Beverage	Logia Capital Advisers, LLC	Investor Relations
	M&T Bank	Business and Planning Analyst I
	Statestreet Bank	Fund Accountant
	Johnson O'Hare	Space Management
	Maples Organic	Production Assistant
Government/Public Administration	Democratic Congressional Campaign Committee	Assistant to the Executive Director
	Embassy of the Republic of Korea in Slovak Republic	Media Researcher/Analyst
	FDIC	Financial Institution Specialist
	New York Gaming Association	Director of Policy and Research
	Office of the Governor of NJ	Aid to the Governor
	Peace Corps	HIV Community Outreach Coordinator
Health Care	Southwest Conservation Corps	Crew Member
	Baptist Easley Hospital	Patient Care Technician
	Beverly Athletic Club	Pro Trainer
	Crescent OB-GYN	IT Support Tech
	Dent Neurologic Institute	Neuropharmacology Research Associate
Hotel, Restaurant, Hospitality	National Academy for State Health Policy	Research Assistant
	Delaware North Companies	Assistant Manager One for Food Beverage and Retail at the Buffalo-Niagra Intl. Airport
Insurance	American Income Life	Insurance Agent
	The Hartford	Asst. Risk Analyst
	Unum	Integrated Underwriter
Legal	Kim Orr Barristers P.C.	Analysis/Research position
	Mosey Persico, LLP	Legal Assistant
	Simpson, Thacher & Bartlett	Corporate Paralegal
Manufacturing & Consumer Products	3M	Regional Account Manager
	Dorel	Intern
	Goodyear Tire & Rubber Company	Procurement Specialist
Museums & Libraries	Franklin Street Works	Gallery Manager
	National Museum of Dance	Administrative Coordinator

Sampling of Jobs

Industry	Company/Organization	Job Title
Print & Publishing	Chelsea Green Publishing	Media & Communications Assistant
	EBSCO Publishing	Content Analyst
Real Estate	Keller Williams NYC	Listing and Marketing Coordinator
	Sotheby's International Realty	Assistant to Senior Vice President
Retail/Wholesale	Club Monaco	Assistant Merchant, Men's Ecommerce
	FIAT of Manhattan	FIAT Specialist
	Fleet Feet Sports Burlington	Coach, Salesperson
	Lowes	Logistics Operations
Social/Human Services	Ralph Lauren Corporation	Global Merchandizing
	Clinton Global Initiative	operations intern
	HAP Housing	Disaster Case Manager
	Neighborhood of Affordable Housing, Inc.	AmeriCorps VISTA
	St. Catherine's Center for Children	Community-based services worker
Sports and Recreation	Stowe Mountain Resort	Cubs Daycare Teacher
	United Cerebral Palsy	Business Development Coordinator
	Augusta Riverhawks	Professional Hockey Player
	Jackson Hole Mountain Resort	Ski Instructor and Race Coach
	Miami Dolphins	Staff Assistant
	New Jersey Devils	Marketing Partnership Coordinator
	Sanborn Western Camps	Assistant Program Director
	Sierra Nordic	Store Manager
	Ski & Snowboard Club Vail	U14 Women's Alpine Coach
	Soulcycle	Assistant Studio Manager
Staffing & Executive Search	Tahoe Yoga and Wellness Center	Administrator
	Trenton Titans	Professional Hockey Player
Technology	Waeeling Nailers	Players
	Creative Artists Agency	Sports Consulting Assistant
	Dartmouth Hitchcock Medical Center	Associate Info Systems Analyst
	Stanford University	Software Engineer
Transportation	StyleSeek	Content Manager
	The Hartford Financial Services Group	IT Business Analyst, The Technology Leadership
Travel & Tourism	BBL Fleet	Financial Assistant
	C.H. Robinson	Operations Representative
Other	Interstudy	Student Services Assistant
	Inside NGO	Workshop Registration Coordinator
	Local First and the Fort Lewis College Environmen-	Programs Assistant
	Montheree	Sales Representative
US Army	National Fire Protection Association	Electric Vehicle Safety Intern
	US Army	Linguist

Graduate/Professional School Attendance



Program Type	2012	2011	2010	2009	2008
Arts & Humanities	4	5	4	5	4
Business	8	10	6	3	1
Education	20	23	25	27	20
Health-Related	14	5	4	6	5
Law	10	8	7	4	10
Medicine/Dentistry/Pharmacy/Veterinary	7	7	5	4	8
Science & Technology	20	24	25	17	20
Social Sciences	13	9	6	11	9
Other Graduate Programs	4	4	2	4	6
Not Indicated	4	3	2	3	8
Total Graduate/Professional School	104	79	86	84	91
*Percentage of class attending graduate/ professional school	24.2%	19.4%	22.5%	22.9%	24.1%

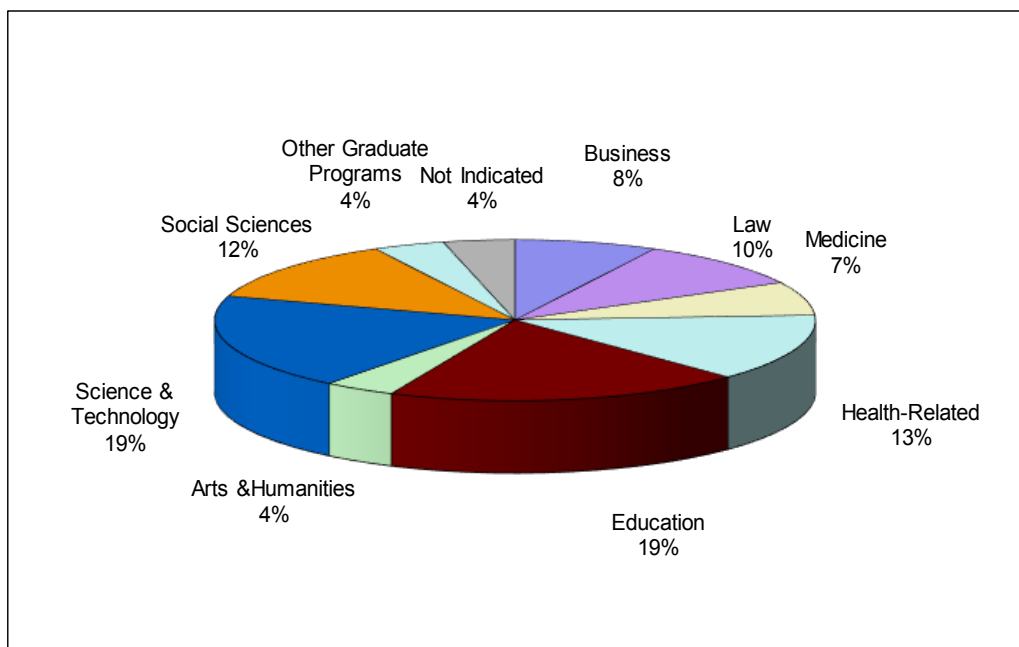
*Total percentage of class attending graduate/professional school as primary and secondary function.

Graduate/Professional School Programs

<u>Graduate Program Type</u>	<u>Number Attending</u>	<u>% of Attending</u>
Education	20	19.2%
Science & Technology	20	19.2%
Health-Related	14	13.5%
Social Sciences	13	12.5%
Law	10	9.6%
Business	8	7.7%
Medicine/Dentistry/Pharmacy/Veterinary	7	6.7%
Other Graduate Programs	4	3.8%
Not Indicated	4	3.8%
Total Graduate/Professional School	104	100%

*Graduate and Professional School only, does not include other post-baccalaureate education.

**Based on all full-time and part-time graduate school attendance.



*Total percentage of class attending graduate/professional school as primary and secondary function.

Graduate/Professional School Acceptance Rates

Graduate Program Type	# Students who Applied ¹	# Accepted to one or more schools	Acceptance Rate
Business	9	8	88.9%
Law	10	10	100%
Medicine/Dentistry/Pharmacy/Veterinary	6	5	83.3%
Education	20	20	100.0%
Other Masters Programs	50	47	94.0%
Doctoral Programs	18	15	83.3%
Total Applicants (unduplicated count)	113	107	94.7%

¹ Graduates who indicated having applied to grad school but did not provide program information or acceptance data and were thus excluded from table above.

Sampling of Graduate Programs

	Name of School	Program	Degree
Arts & Humanities	Rochester Institute of Technology	Print Media	MS
	Syracuse University	Art History	MA
	Tribeca Flashpoint Media Arts Academy	Film and Broadcast	AS
Business	Bryant University	Graduate School of Business	MBA
	Clarkson University	Master of Business Administration	MBA
	Union Graduate College	Healthcare Management	MBA
Education	LeMoyne College	Education	MST
	Simmons College	Severe Special Needs	MSED
	University of Vermont	Curriculum & Instruction	MAT
Health-Related	Boston University	Medical Science	MA
	Mass College of Pharmacy and Health Sciences	BSN nursing student at MCPHS	BSN
	New York University	Accelerated BSN	BSN, MSN
Law	Villanova University School of Law	Law	JD
	Washington & Lee School of Law	General Law	JD
	West Virginia University College of Law	Law	JD
Medicine/Dentistry/ Pharmacy/Veterinary	Stony Brook University School of Medicine	Medicine	MD
	SUNY Upstate Medical University	Medicine	MD
	University of Vermont College of Medicine	Medicine	MD
Science & Technology	Iowa State	Statistics	PhD
	McGill University	Electrical Engineering	MEng
	Miami University	Statistics	MS
Social Sciences	Clarkson University	Environmental Politics and Governance	MS
	College of Saint Rose	Communication Sciences and Disorders	MS
	The University of Texas at Austin	Media Arts & Culture	MA, PhD
Other	Canisius College	Sport Administration	MSA
	George Washington University	Museum Studies	MA

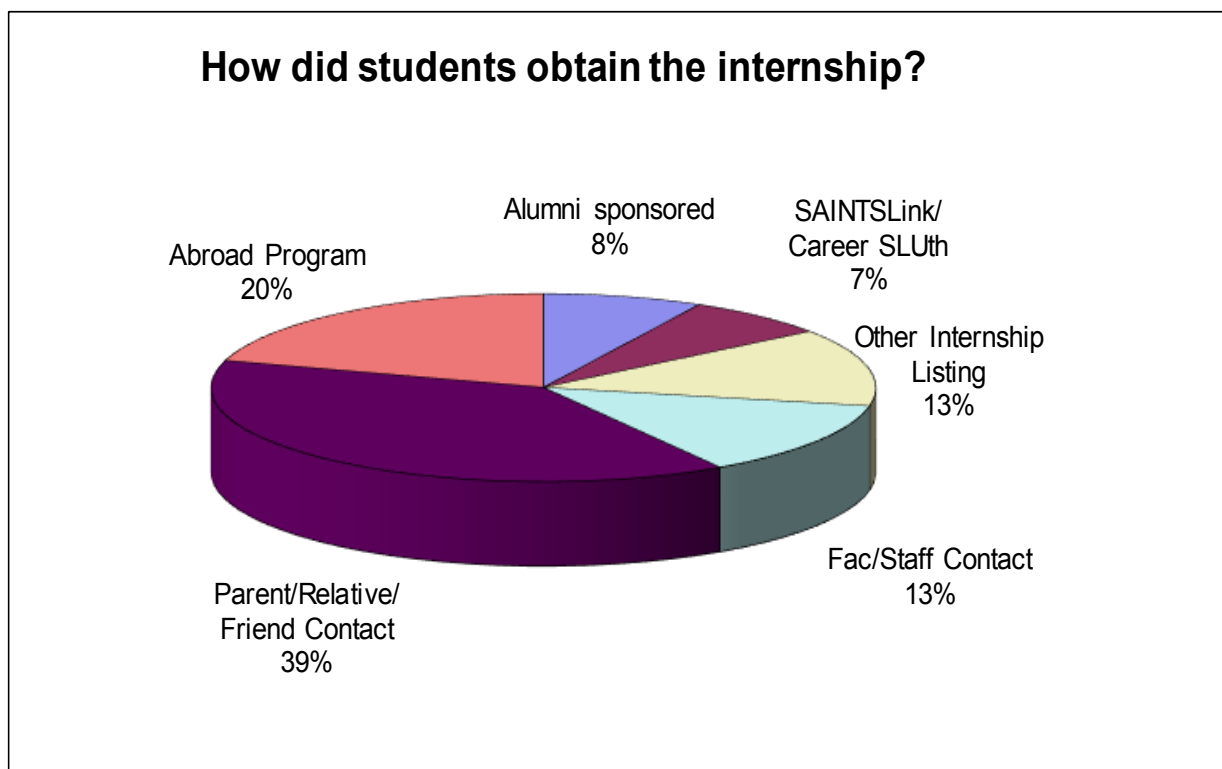
Internships

Number of Respondents who Completed Internships

Of the 410 respondents to this question, 224 individuals (54.6%) reported that they had completed an internship. This represents a 2.8% increase from the Class of 2011, which was 51.8%. It is also a 15.1% increase from the Class of 2009, in which 39.5% of respondents to the question had completed at least one internship.

The average number of internships per student was 1.44 for members of the Class of 2012 . This is up from 1.42 internships per student for the Class of 2011. In addition this year there was a 2.2% increase in obtaining internships through alumni.

The full breakdown of the number of internships per student for the Class of 2012 is: 204 respondents completed one internship, 63 completed two, 21 completed three, and 5 completed four or more. They completed a total of 293 internships, up from 278 for the Class of 2011.



Sampling of Internships

451 marketing
African Wildlife Foundation
Ambassador Productions
American Councils for International Education
Aspire Foundation of WNY
Banco Santander
Blue Heron Capital
Boston University Medical School
Brown Brothers Harriman
Burlington City Arts
Canton Potsdam Hospital
Carroll Leggett Public Relations
CBS Sports Boston
Center for Parliamentary Studies
Centre for Governmental Affairs
Christie's Auction House
Chrysler Corporation
Clearwater Marine Aquarium
Deutsche Bank
Disney Consumer Products
Duncan Studios
ESPN
Estee Lauder Companies UK
Featherstonhaugh, Wiley and Clyne, LLP
Fidelity Investments
GardenShare
Goldman Sachs
Haringey Sports Development Trust
Horse Magazine
IMG Media
InVentiv Clinical Solutions
Keck Geology Consortium
Kenise Barnes Fine Art and Consulting
Kenya Institute of Organic Farming
LittleGrasse Foodworks
Lombard Risk London
Lopez Community Land Trust
MacMillan Publishing
Malaria No More
Maryland Environment and Sustainability Coop
McNeil Gray and Rice
Mojo Music Magazine
MTV Networks
National Museum of Dance
Nestle Waters
New York Rangers
Northwestern Mutual
NRG Systems
Office of Congressman Peter Welch
Ottawa Senators
Permabit Technology Corporation
Pray Road Stables
Salvidor Dali Public School
SeaWorld Orlando
St. Lawrence County Attorney for the Child
St. Lawrence University
Syracuse City Court House
Syracuse City Court House
Tealwood Asset Management
The Artists and Athletes Alliance
The BOMA Project
The Conflicts of Interest Board
Time Warner
UBS Financial Services
Vineyard Power
Wells Fargo
Whale Center of New England
World Wildlife Fund
Yale University