



**The University  
of Michigan-Flint**

**First-Destination  
Survey Results**  
**Class of 2016**

## Survey Overview

“The National Association of Colleges and Employers First-Destination Survey captures information regarding how new college graduates fare in their careers within six months of graduation. The annual initiative provides clear, concise, and consistent data on the outcomes associated with a college education on a national scale. In addition to providing outcomes for individual graduating classes, the First-Destination Survey is designed to provide trends data over time to inform the discussion about the value of higher education.”

Source: National Association of Colleges and Employers First-Destination Reports.

## About UM-Flint’s 2016 First-Destination Report

The First-Destination Survey (FDS) provides an assessment of the post-graduation plans of University of Michigan-Flint students. FDS results also provide the Career Center with data which is used to accurately inform and shape career expectations of current students, new alumni, and prospective students. Results are equally important in helping to address the growing demand by parents, accrediting bodies, and governmental agencies for more consistent, comparable, and reliable outcomes data.

In January 2014, the National Association of Colleges and Employers (NACE) Board of Directors established protocols and guidelines for the collection and dissemination of career outcomes for university graduates as a way to support institutional outcomes assessment efforts.<sup>1</sup> The protocols and guidelines include defining the graduating class, knowledge rate, and reporting categories; calculating career outcomes rate; and the timeline for collecting and reporting the data. UM-Flint follows the protocols and guidelines as established by NACE.

In early Fall 2015, the Career Center began its transition to Alumni Relations, a unit of University Advancement. This move was consistent with a trend in higher education that acknowledges the strategic importance of network building and the role key stakeholders can play in preparing students for the world of work. Similar to graduates at many institutions, UM-Flint alumni regularly express interest in identifying mutually beneficial ways to network with current students in addition to fellow alums. From an organizational standpoint, connecting alumni relations and career services provides added value and focus to the work of stakeholder engagement.

The FDS supports the Career Center’s mission, “Moving students through a self- and career-discovery process designed to equip them for the 21st century workplace.” Thus, having knowledge of students’ post-graduation intentions is essential to the Career Center’s strategic and annual planning.

<sup>1</sup>Undergraduate Degrees: <http://www.nacweb.org/uploadedfiles/pages/advocacy/first-destination-survey-standards-and-protocols.pdf>

Advanced Degrees: <http://www.nacweb.org/uploadedfiles/pages/advocacy/first-destination-survey-standards-and-protocols-advanced.pdf>

Improving outcomes data for the Class of 2016 was one of the Center’s highest priorities this year. The Class of 2015 (defined as those receiving degrees between July 1, 2014 and June 30, 2015<sup>2</sup>) included 1671 graduates and a knowledge rate of 28% (percentage of graduates for which the University has post-graduation career information). The Class of 2016 totaled 1863 graduates and a 52.4% knowledge rate. The 24.4% knowledge rate increase over 2015 moves us closer to the NACE ‘best practice’ standard of 65%.

## Methodology

The 2016 First-Destination Survey was distributed to 1863 graduates using a web-based tool. Overall, post-graduation plan data was collected for 52.4% of graduates (n=977/1863).

Distribution of the 2015-16 First-Destination Survey coincided with graduation: August 2015, December 2015, and April 2016. All graduates received an email with a link to the survey (<https://flint-umich-csm.symplicity.com/surveys/fds>). Follow up with non-respondents took place at various intervals, and consisted of a monthly email reminder, phone calls, and a letter encouraging completion of the survey. Staff also utilized a number of alternate resources to collect information on non-respondents including: scanning social media sites (such as LinkedIn) to identify existing individual profiles, consulting faculty/staff in various programs, and calling students directly.

## Selected Findings

- Post-graduation plan data was collected on 52.4% of 2016 graduates (n=977/1863).
- The FDS graduate level (masters/doctoral) knowledge rate was 68%. The undergraduate level knowledge rate was 45%.
- 91% of respondents are working, attending graduate school, serving in the military, or participating in a volunteer program.
- Top majors where students identified primary status after graduation as, “Continuing Education. . .”
  - o BSN Completion = 20%
  - o Social Work = 15%
  - o Health Sciences = 7%
  - o Biochemistry = 7%

<sup>2</sup> This definition is consistent with that used by the U.S. Department of Education in gathering education statistics for its IPEDS database.

- Sampling of organizations that hired Class of 2016 graduates:
  - o Apple
  - o Beaumont Health Systems
  - o Diplomat Specialty Pharmacy
  - o FIAT Chrysler
  - o General Motors
  - o Hurley Medical Center
  - o McLaren Healthcare
  - o Plante Moran
  - o Quicken Loans
  - o Sparrow Health System
  - o University of Michigan

## Partnerships

Early in the 2016 FDS cycle, the Career Center began the process of initiating campus-wide partnerships with the goal of increasing our knowledge rate. Initial partners on campus aided in the integration of marketing and outreach efforts to graduating students, provided space for collection of survey data at the Bookstore's Graduation Fair, and provided employment information for specific populations of students. The increase in our knowledge rate for the Class of 2016 (52.4%) as compared to the Class of 2015 (28%) suggests partnerships will remain a key component of our efforts moving forward.

We believe current and future partners could aid in improving not only career outcomes data (depth), but the breadth of data collected could also be enriched as a result of partnerships.

## Going Forward

Going forward, a number of initiatives are underway including:

- Modifying the survey distribution timeline to send initial appeal for survey completion one month prior to commencement; relay a second request after degrees are conferred; and continue sending monthly reminders thereafter.
- Partnering with academic departments that conduct senior exit surveys. In preliminary discussions, several units have expressed willingness to integrate the FDS into their existing exit process.
- Launching a marketing effort to raise awareness among students and faculty/staff regarding the benefits associated with robust FDS data.



# First-Destination Survey Results 2016

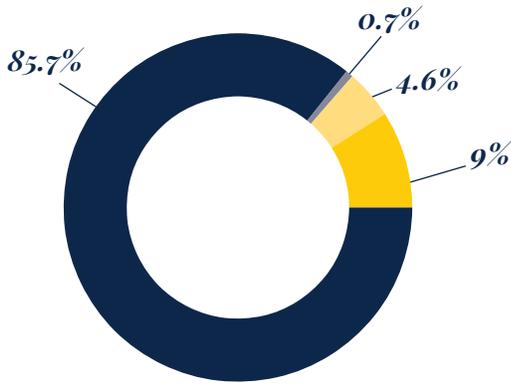
This report includes career outcome data for the Class of 2016; defined as students receiving degrees between July 1, 2015 and June 30, 2016.

## All Graduates

**Knowledge Rate - 52.4%**

(977/1863)

**Career Outcomes Rate - 91%**



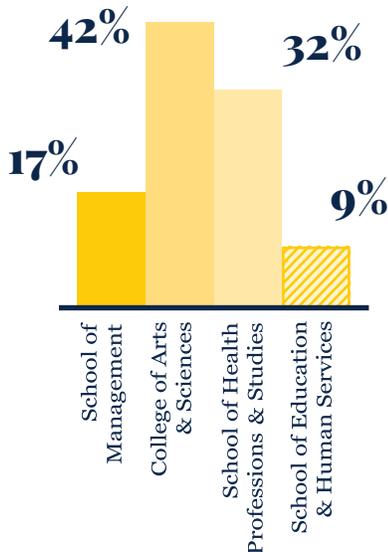
- Graduates employed 85.7%
- Graduates continuing education 4.6%
- Graduates serving in military or volunteer program 0.7%
- Other 9%

**Top Majors Continuing Education**

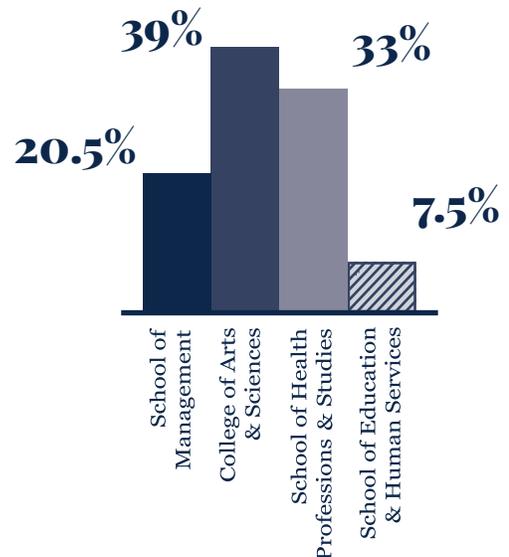


- BSN Completion 20%
- Social Work 15%
- Health Sciences 7%
- Biochemistry 7%

## Graduates by Schools/College



## Respondents by Schools/College



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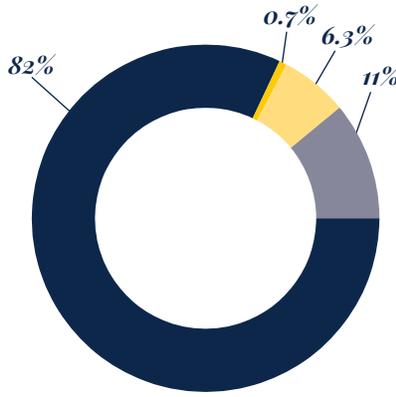
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## Undergraduate

**Knowledge Rate - 45%**

(575/1273)

**Career Outcomes Rate - 89%**



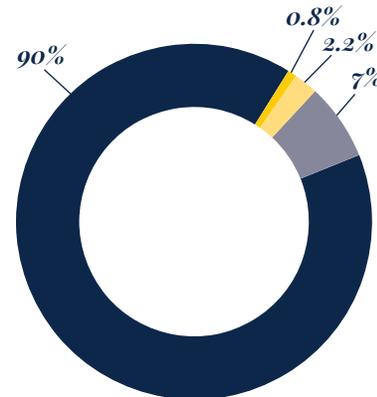
- Graduates employed 82%
- Graduates continuing education 6.3%
- Other 11%
- Graduates serving in military or volunteer program 0.7%

## Graduate

**Knowledge Rate - 68%**

(402/590)

**Career Outcomes Rate - 93%**



- Graduates employed 90%
- Graduates continuing education 2.2%
- Other 7%
- Graduates serving in military or volunteer program 0.8%

## Sampling of employers who hired UM-Flint graduates:

- Apple
- Beaumont Health Systems
- Diplomat Specialty Pharmacy
- FIAT Chrysler
- General Motors
- Hurley Medical Center
- McLaren Healthcare
- Plante Moran
- Quicken Loans
- Sparrow Health System
- University of Michigan



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## FDS Report Categories

- **Employed Full-time:** Generally defined as a position in which the graduate works for 30 hours or more per week.
- **Employed Part-time:** Generally defined as a position in which the graduate works less than 30 hours per week.
- **Volunteer Service:** Graduates participating in a volunteer or service program (Peace Corps, mission work).
- **Military Service:** Graduates serving in the U.S. Armed Forces.
- **Continuing Education:** Graduates who have been accepted to or plan to matriculate into a program of further study.
- **Seeking Employment:** Graduates who have indicated they are seeking employment or engaged in the job-search process.
- **Seeking Continuing Education:** Graduates who have indicated they are seeking and have not yet enrolled in a program of continuing education.
- **Not Seeking:** Graduates who have indicated they choose not to pursue either employment or continuing education at this time.

## FDS Terms and Definitions

**Career Outcomes Rate:** Percentage of known graduates (977) reported as employed full-time, employed part-time, volunteer service, military service, or continuing education.

**Knowledge Rate:** Percentage of graduates (1863) for which the institution has reasonable and verifiable information concerning graduates' post-graduation career activities.

- Information may be collected either directly from graduates or other reliable sources. Reliable sources may include, employers, faculty members, LinkedIn profiles, or company directories.

**Percentage of Graduates Employed:** Graduates employed full-time or employed part-time divided by total known statuses.

**Percentage Continuing Education:** Graduates classified as continuing education divided by total known statuses.

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