



UNIVERSITY OF MICHIGAN - FLINT

FIRST-DESTINATION SURVEY RESULTS

Class of 2017

Post-Graduation Outcomes of August 2016, December 2016, and April 2017 Degree Recipients

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 2017 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.¹ 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.

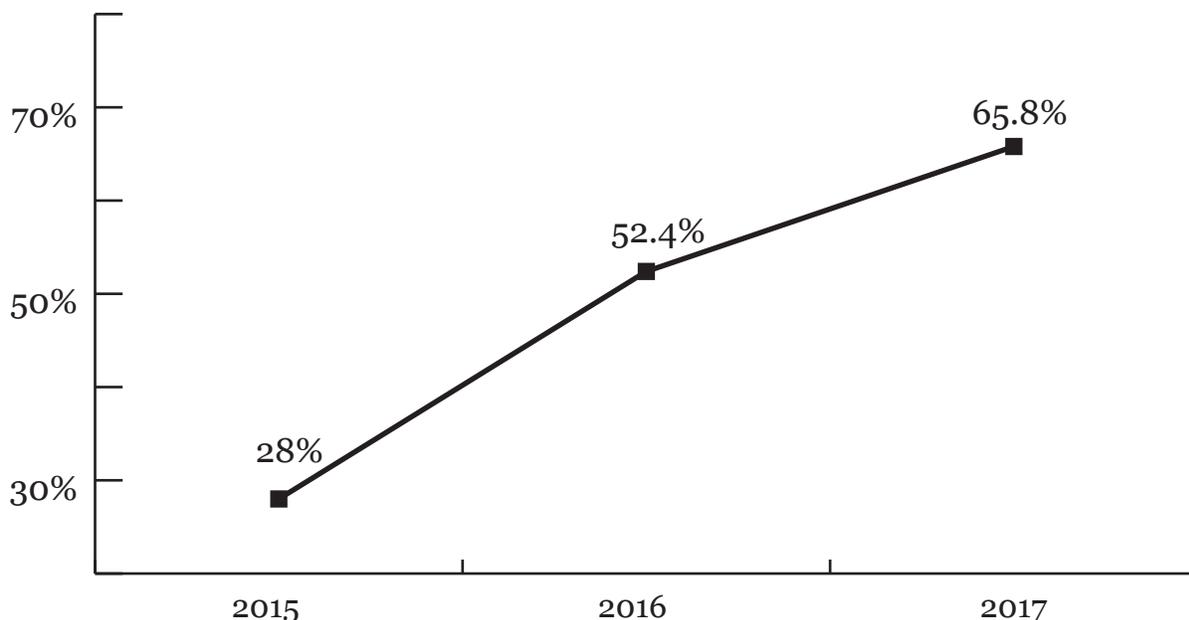
The FDS supports the Career Center’s mission, “Moving students through a self- and career-discovery process designed to equip them for the 21st Century workplace.” Thus, having knowledge of students’ post-graduation intentions is essential to the Career Center’s strategic and annual planning.

¹Undergraduate 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 FDS outcomes data has been a high priority for the past two years. The Class of 2015 (defined as those receiving degrees between July 1, 2014 and June 30, 2015²) 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. This year, we were successful in achieving a knowledge rate of 65%, the NACE 'best practice' standard.

Knowledge Rate Improvement



Methodology

The 2017 First-Destination Survey was distributed to 1792 graduates using a web-based tool. Overall, post-graduation plan data was collected for 65.8% of graduates (n=1180/1792).

Distribution of the 2016-17 First-Destination Survey coincided with graduation: August 2016, December 2016, and April 2017. 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 an in-person interaction 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.

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

Selected Findings

- Post-graduation plan data was collected on 65.8% of 2017 graduates (n=1180/1792).
- The FDS graduate level (masters/doctoral) knowledge rate was 62.4%. The undergraduate level knowledge rate was 67.3%.
- 78.9% 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. . .”
 - Social Work = 20%
 - BSN Completion = 8%
 - Molecular Biology = 8%
 - Biology = 7%
- Sampling of organizations that hired Class of 2017 graduates:
 - American Axle & Manufacturing
 - Auto-Owners Insurance
 - Beaumont Health Systems
 - Dow Chemical
 - General Motors
 - Hurley Medical Center
 - McLaren Healthcare
 - Meijer
 - Plante Moran
 - Sparrow Health System
 - State of Michigan
 - University of Michigan
 - Webasto

Enriched Results

A number of initiatives were implemented in 2016 for the purpose of increasing our knowledge rate. Following is a summary of these initiatives and their outcomes.

Initiative: Modify 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.

Outcome: Sending the survey prior to commencement increased our response rate and resulted in more detailed information regarding employment and plans for continuing education.

Initiative: Partner with academic departments willing to integrate the FDS into existing senior exit interviews and other applicable settings, e.g., Honor Cord Ceremonies.

Outcome: The following academic units partnered with Career Center staff to collect FDS data: Biology, Chemistry, and Public Health. Staff were also invited to collect FDS data at the following pre-graduation events: College of Arts & Sciences Honor Recognition Program; School of Education & Human Services Graduation Celebration; School of Management Honors Reception; and School of Nursing Pinning Ceremony.

Initiative: Launch a marketing effort to raise awareness among students and faculty/staff regarding the benefits associated with robust FDS data.

Outcome: Efforts to increase awareness of the First Destination Survey included: adding a flyer to materials sent to graduating students that encouraged completion of the survey; making presentations on the FDS in senior capstone courses; attending a Council of Deans meeting to discuss the FDS and how survey results benefit their school/college; utilizing social media to encourage survey completion; and posting Class of 2016 FDS results on the Career Center's website.

Going Forward

Continued expansion of our partnerships will lead to sustained improvement of data collection and bring greater depth to FDS data. To this end, the Career Center will initiate the following in 2018:

- Partner with a minimum of five (5) new academic units in the College of Arts & Sciences;
- Identify cohort programs in School of Health Professions & Studies and partner with a minimum of three (3) such cohorts;
- Fully integrate FDS into the School of Nursing exit process; and
- Collect sufficient primary data to allow reporting of employment by geographic location, average salary, and number of internships completed.



First-Destination Survey Results 2017

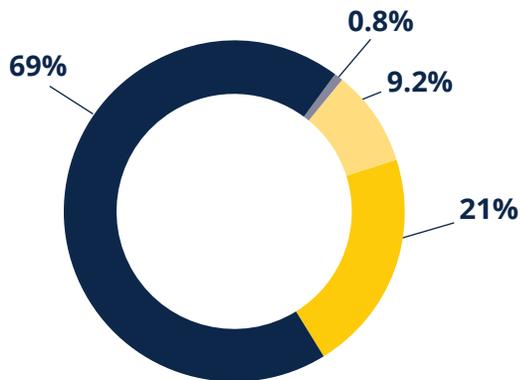
This report includes career outcome data for the Class of 2017; defined as students receiving degrees between July 1, 2016 and June 30, 2017.

All Graduates

Knowledge Rate - 65.8%

(1180/1792)

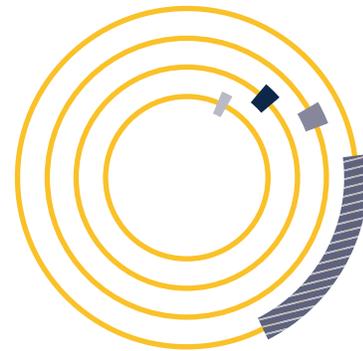
Career Outcomes Rate - 78.9%



- Graduates employed 69%
- Graduates continuing education 9.2%
- Graduates serving in military or volunteer program 0.8%
- Other 21%

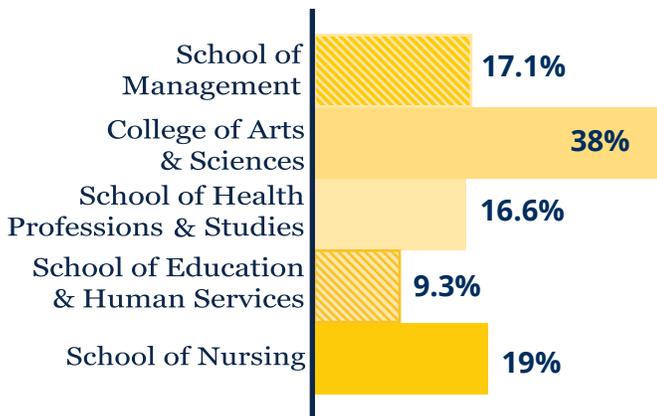
Top Majors Continuing Education

108 Total

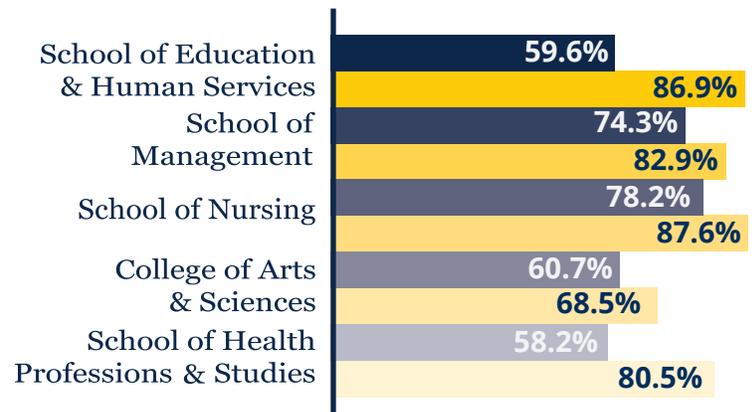


- BSN Completion 8%
- Social Work 20%
- Molecular Biology 8%
- Biology 7%

Graduates by School/College



Rates by School/College



■ - Knowledge Rate ■ - Career Outcomes Rate



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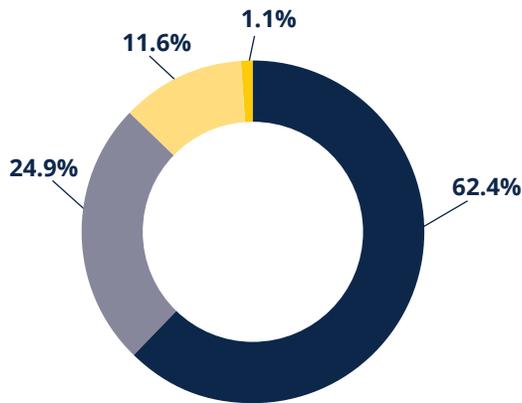
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Undergraduate

Knowledge Rate - 67.3%

(846/1257)

Career Outcomes Rate - 75.1%



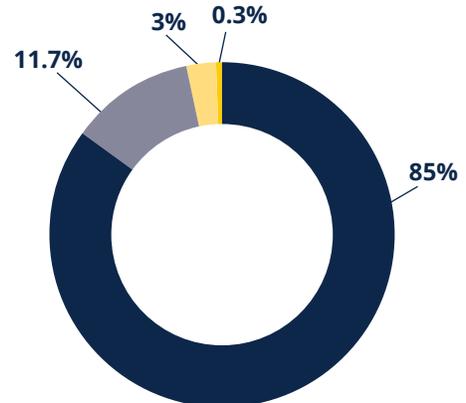
- Graduates employed 62.4%
- Other 24.9%
- Graduates continuing education 11.6%
- Graduates serving in military or volunteer program 1.1%

Graduate

Knowledge Rate - 62.4%

(334/535)

Career Outcomes Rate - 88.6%



- Graduates employed 85%
- Other 11.7%
- Graduates continuing education 3%
- Graduates serving in military or volunteer program 0.3%

Top Industries Where Students are Working

- Hospital/Healthcare
- Education/Academia
- Manufacturing: Automotive & Transportation
- Computer/Information Technology
- Consulting

Sampling of Employers who hire UM-Flint Graduates:

- American Axle & Manufacturing
- Auto-Owners Insurance
- Beaumont Health Systems
- Dow Chemical
- General Motors
- Hurley Medical Center
- McLaren Healthcare
- Meijer
- Plante Moran
- Sparrow Health System
- State of Michigan
- University of Michigan
- Webasto

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 (1180) reported as employed full-time, employed part-time, volunteer service, military service, or continuing education.

Knowledge Rate: Percentage of graduates (1792) 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.

The University of Michigan-Flint

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“Moving students through a self- and career-discovery process designed to equip them for the 21st century workplace.”