



Undergraduate Employment Survey for December 2019 Graduates

29 February 2020

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Comments welcome.

Overview

This report summarizes results of the inaugural post-graduation employment survey conducted by the Fogelman College of Business and Economics (FCBE) for December 2019 graduates of the Bachelor of Business Administration (BBA) degree. The purpose of this survey is to document employment outcomes of graduates and increase attention on student success metrics for our stakeholders.

Post-graduation employment is an important success metric for many business students, their families, state legislatures, and all concerned about the return on investment of higher education. A high job placement rate at competitive salaries also provides evidence that FCBE programs are aligned with the needs of businesses in Memphis, the State of Tennessee, and beyond. Finally, AACSB noted in its reaccreditation letter for the School of Accountancy dated 20 May 2016 that the FCBE “must develop methods to better track and maintain placement data (Business Standard 4: Student admissions, progression, and career development).”

This report presents the method, results, and lessons learned for collecting job placement data for FCBE graduates. The following is a summary of key findings and outcomes:

Summary of Key Findings and Outcomes

Finding	Outcome
Graduates for December 2019	225
Useable response rate from survey	59% (134/225)
Respondents seeking post-graduation employment	117
Graduates employed full time paid	77% (90/117)
Average starting salary	\$48,148
Post-graduation residency in Memphis	67% (78/117)
Paid internship participation rate	29% (34/117)

Method

The survey was developed to collect data on post-graduation job placement and potential co-curricular antecedents to employment such as advising, internships, and mentoring. The survey was conducted using Qualtrics. A link to the survey was distributed during the last two weeks of the Fall 2019 semester to all graduating students enrolled in MGMT 4710-Strategic Management (the required capstone course for the undergraduate degree). Instructors for face-to-face modality courses allowed time in class for students to complete the survey; a survey link was posted in the course management system for students enrolled in online sections of the course. MGMT 4710 instructors provided several reminders to students to complete the survey. The survey was expected to take less than 5 minutes to complete.

The survey population was 225 graduates earning a BBA degree from FCBE in December 2019. One hundred and forty-one graduates (141) responded to the survey, all but one (1) finished, and six (6) were duplicates. The useable response rate was 59% (134/225) of the population.

Results

Table 1 summarizes graduation outcomes across seven categories. Post-graduation outcomes are often thought of as a dichotomy of employed (Employed, Full-time Paid) or unemployed (Actively Seeking Employment), but there are other relevant outcomes such as attending graduate school, doing an internship, or volunteering. Further, five respondents that indicated the “Other” option available in the survey were recoded as “Employed, Full Time Paid” for this analysis because four reported in the free response they were employed full-time and attending graduate school and one reported serving in the military.

Table 1: Post-Graduation Outcomes Across All Employment Categories

Post-Graduation Outcome	Count	Percentage
Employed, full time paid	90	67.2%
Actively seeking employment	21	15.7%
Attending graduate or professional school, full time	8	6.0%
Employed, part time paid	6	4.5%
Other (please specify)	4	3.0%
Volunteer activity (e.g., Peace Corps, Teach for America)	3	2.2%
Internship	2	1.5%
Total	134	100%

The remainder of the analysis in this report is focused on the three categories presented in Table 2. These categories represent all respondents seeking post-graduation employment (n = 117), 83.6% (117/140) of the total respondents. The initial results are favorable: 77% of respondents seeking post-graduation employment are employed full time at graduation. These results are encouraging and indicate that FCBE’s academic programs are advancing graduates into business careers after graduation.

Table 2: Post-Graduation Outcomes for Employed Full Time, Employed Part Time, and Actively Seeking Employment

Post-Graduation Outcome	Count	Percentage
Employed, full time paid	90	76.9%
Employed, part time paid	6	5.1%
Actively seeking employment	21	17.9%
Total	117	100%

Note: The post-graduation outcome data are reported in Table 1.

There are six academic units in the Fogelman College of Business and Economics, each offering one or more majors of study within the BBA degree (the survey did not capture the major for respondents but will be included in future surveys). Table 3 below presents the post-graduation employment outcomes by industry. Due to the open-ended text response format for the salary values in the survey, 13 responses needed to be edited (e.g., change “30K” to “30,000”; delete “NA”) to calculate the Average Starting Salary. On balance, graduates are earning good starting salaries across the industries represented. The extremely high average salary for the Other Professional industry is because two graduates were collegiate athletes and are going to work for the National Football League for uncharacteristically high salaries. Excluding the Other Professional industry, the average starting salary is over \$48,000.

Table 3: Post-Graduation Outcomes Across Industries for Employed Full Time and Employed Part Time

Industry	Count (%)	Average Starting Salary
Accounting	20 (22.0%)	\$45,063
Athletic Training-Rehabilitation	1 (1.1%)	NR
Business/Management Information Systems	7 (7.7%)	\$51,286
Computer Science/Programming	1 (1.1%)	NR
Education	1 (1.1%)	NR
Entrepreneurship	2 (2.2%)	NR
Finance / Financial Planning	7 (7.7%)	\$46,667
Health	3 (3.3%)	\$50,667
Management/Human Resources	5 (5.5%)	\$37,500
Marketing/Retail	16 (17.6%)	\$44,827
Operations Management	8 (8.8%)	\$61,707
Other Non-professional	1 (1.1%)	\$30,000
Other Professional	11 (12.1%)	\$303,333†
Real Estate	2 (2.2%)	\$47,500
Supply Chain	6 (6.6%)	\$51,667
Total	91 (100%)	\$48,148‡

Note: NR = not reported;

† Includes two graduates who are going to work for the National Football League and reported uncharacteristically high salaries.

‡ Average excludes the “Other Professional” industry due to the uncharacteristically high salaries for two respondents.

The timing of accepting offers for employment is an important element of post-graduation outcomes. Table 4 presents categories for the time of acceptance for the full-time and part-time offers of employment. Sixty-seven percent (67%) of graduates with fulltime employment secured employment before graduation, while the other 33% had the job they will be doing at graduation upon entering the university.

Table 4: Timing of Employment Acceptance by Employed Full Time and Employed Part Time

Timing of Employment Acceptance	Employed, Full Time (%)	Employed, Part Time (%)
Upon entering UofM as a student, I already had the job that I will be doing upon graduation	30 (33.3%)	1 (16.7%)
10 months or more before graduation	8 (8.9%)	1 (16.7%)
7 - 9 months before graduation	7 (7.8%)	0 (0.0%)
4 - 6 months before graduation	8 (8.9%)	0 (0.0%)
0 - 3 months before graduation	16 (17.8%)	3 (50.0%)
At graduation (0 - 3 months following graduation)	15 (16.7%)	1 (16.7%)
Total	90 (100%)	6 (100%)

Note: The post-graduation outcome data are reported in Table 2.

As an urban research university, many of our students work to support themselves and others while they are completing their undergraduate degrees. Table 5 reports the amounts and percentages of students employed or seeking employment that worked full- or part-time while earning their degrees. Results indicate nearly 95% of post-graduation employment seeking students worked while earning their degrees, and nearly 80% worked full time. These results demonstrate the dedication and challenges present for FCBE students.

Table 5: Post-Graduation Outcomes by Full Time and Part Time Work During College

Post-Graduation Outcome	Count	Full Time Work (40 hrs/week)	Part Time Work (20hrs/ week)	No Work
Employed, full time paid	90	80 (86.7%)	9 (10.0%)	3 (3.3%)
Employed, part time paid	6	5 (83.3%)	1 (16.7%)	0 (0.0%)
Actively seeking employment	21	10 (47.6%)	8 (38.1%)	3 (14.3%)
Total	117	95 (79.2%)	18 (15.0%)	7 (5.8%)

Note: The post-graduation outcome data are reported in Table 2.

There is a strong emphasis on internships for students as part of the co-curricular education experience and employment seeking process. Some graduates complete internships for class credit as part of their degree program, whereas others complete internships voluntarily. Some internships are paid and others are not. The prevailing hypothesis is that internships (especially paid internships) increase the probability of post-graduation employment. Results shown in Table 6 summarize the analysis of post-graduation employment and internship participation.

Table 6: Post-Graduation Outcomes by Participation in Internships

Post-Graduation Outcome	Count	Paid Internships	Unpaid Internships	No Internship
Employed, full time paid	90	26 (28.9%)	3 (3.3%)	61 (67.8%)
Employed, part time paid	6	2 (33.3%)	2 (33.3%)	2 (33.3%)
Actively seeking employment	21	6 (28.6%)	2 (9.5%)	13 (61.9%)
Total	117	34 (29.1%)	7 (6.0%)	76 (65.0%)

Note: The post-graduation outcome data are reported in Table 2.

The sources of employment opportunities for graduates is essential to the job seeking process. Results in Table 7 summarize the analysis of sources of employment. These data indicate there is opportunity to expand the influence of FCBE and/or University for sources of employment for graduates.

Table 7: Sources of Employment Opportunities for Employed Full-Time and Employed Part-Time

Post-Graduation Outcome	Count	Percentage
Referral by a friend or a relative	33	37.1%
Other (please specify)	21	23.6%
Online listing (such as Indeed or Glassdoor)	17	19.1%
Part-time job, internship, or co-op contact	6	6.7%
Career Fair or career-focused event	4	4.5%
Social Media (Facebook, LinkedIn, etc.)	3	3.4%
Fogelman Professional Development Center (PDC)	3	3.4%
Student organization	1	1.1%
Faculty member	1	1.1%
Total	89	100%

Note: The post-graduation outcome data are reported in Table 2.

Graduates engaged in employment from a range of geographic regions in the United States. Table 8 shows the residency regions for graduates seeking employment. Over 64% of graduates employed full time are residing in Memphis and another 19% are residing elsewhere in Tennessee. The majority (71%) of graduates actively seeking employment are also residing in Memphis.

Table 8: Residency by Full Time Employed, Part Time Employed, and Actively Seeking Employment

Residency Region	Employed, Full Time (%)	Employed, Part Time (%)	Actively Seeking Employment (%)
Memphis USA	58 (64.4%)	5 (83.3%)	15 (71.4%)
Mid-South USA	5 (5.6%)	1 (16.7%)	1 (4.8%)
Midwestern USA	2 (2.2%)	0 (0.0%)	1 (4.8%)
Southeastern USA	1 (1.1%)	0 (0.0%)	1 (4.8%)
Southern USA	2 (2.2%)	0 (0.0%)	1 (4.8%)
Southwestern USA	4 (4.4%)	0 (0.0%)	0 (0.0%)
Tennessee USA (Excluding Memphis)	17 (18.9%)	0 (0.0%)	1 (4.8%)
Western USA	1 (1.1%)	0 (0.0%)	1 (4.8%)
Total	90 (100%)	6 (100%)	21 (100%)

Note: The post-graduation outcome data are reported in Table 2. The following were other geographic region options that did not receive any responses: Mid-Atlantic, Northeastern, Africa, Asia, Europe, Latin American and the Caribbean, and Oceania.

Conclusion

This post-graduation exit survey successfully documents baseline employment metrics that can be used for academic programming, student advising, and career support services. The job placement rates are strong and consistent with expectations. Importantly, we now have a new process in place to collect job placement data needed for AACSB accreditation.

Department chairs and other leaders in the FCBE can use these results to maintain academic programs and work with industry advisory boards to ensure we are helping students achieve the competencies required to successfully enter the professional workforce. The results underscore the importance of the FCBE's Professional Development Center as a resource for preparing our undergraduates for post-graduation outcomes and the need to continue to find ways to support its mission.

There are some necessary updates and changes to the survey going forward to improve the data collection process. The survey will be revised for the Spring 2020 graduation data collection.