



TCNJ THE COLLEGE OF
NEW JERSEY

Class of 2016

First Year Out Survey Report

School of Arts and Communication

Highlights & Engaging in the Possibilities

Our center supports the College's mission by fostering an environment that encourages students' career development through academic, leadership and experiential education. Optimal student collaborations are built and enhanced through meaningful relations with Alumni, employers and representatives of post graduate education. All of our services and events assist in the integrated transformative total student experience and enhance opportunities for mentored internships as well as provide opportunities for students to connect with potential employers, internship supervisors and graduate professional representatives to articulate "their story."

Outcome: #12 Princeton Review [Best Career Services](#) for 2016

Student Contacts

- 12,572 students come in contact with the Career Center (this does not include CE Intern coordination or Student Employment).
- 1,730 students participated in the Career Center for Open Hours (primarily for Resume Review), meeting with trained Peer Educators, Career Counselors or graduate career counseling interns.
- 909 students participated in career counseling appointments. 764 students explore options, skills and values through on-line assessment tools-Focus 2, MBTI or Strong. Satisfaction survey indicates students gain 2 additional resources and the session meets or exceeds expectations.
- Students use a mock interview tool to evaluate the interview. Employers have rated students higher in FY16 from FY 15 in articulating their career goals and experiences.
- 3,237 students participated in 133 workshops or integrated classroom activities. The workshops are on topics such as career exploration, networking, professional development, interviewing skills, internships, utilizing social media, job search skills, use of the on line system, Lionslink/on line resources

Career Days, Site Visits & Networking Events

- 943 students attended the 2 career fairs (Spring and Fall) with 354 representatives from business, non-profit, government and graduate/professional school. National Association of Colleges & Employers (NACE) reported between the 2014-15 and 2015-16 academic years, the median number of organizations participating in career fairs jumped from 125 to 148, an indicator of an improved labor market for new college graduates. TCNJ event participation continues to be higher than the average.
- 320 students attended 1 of the 6 networking events: the Annual Engineering and Computer Science Meet & Greet, PharmaTech Symposium, HSS Networking, Non Profit Networking, Accounting Meet & Greet, Nursing Network and DC Career Day. Approximately, 30% of employers attending networking & recruiting events are TCNJ Alumni.
- 2 site visits involving 20 students visited Sparta Systems, Hamilton NJ and Isles, Trenton NJ gaining insight into the culture, innovation and potential opportunities. 3 students gained internships from this experience
- Each semester the Career Center facilitates an interactive Career Planning course through HSS with 24 students. Student feedback is extremely positive and guest speakers are a mainstay of the course.
- 121 students attend a business etiquette program, **Dining Out In Professional Style**. A consultant walks us through a 4 course meal while representatives from industries keep a lively conversation at the tables. Students leave with 1-2 new tips or strategies for the interview over lunch.
- 250 students attended **information sessions and employer roundtables** from 57 organizations.

Leadership & Internship Opportunities

- 4-6 Peer Career Educators are students who receive 10 hours of training on resume writing/cover letters and career services and assist in the open hours (which continue to gain popularity)
- The **College Enhancement Internship program** is housed in the Career Center where 33 interns participate in an internship within 22 departments of the College completing project based work as well as participate in an on boarding program, 3 leadership trainings, written reflection and "Connections."

Internships & Recruitment

- The one year out survey, respondents reported spending 2-3 semesters in internships or other experiential opportunities.
- Over 250 organizations provided 3986 on campus student interviews in FY16. Over 500 organizations posted positions with 8,000 TCNJ candidates' resumes distributed. Employer development increased recruitment partnerships with AstraZeneca, JPMorgan Chase, Merck, Sobel, iCIMS, Intel, Seimens, Nayak, NDI, Whiting-Turner, NJ School Districts and One Simple Wish.

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Take a look at our 2016 TCNJ Alumni

Post-Graduation Activity Summary

894/1689 (53%) of graduates responded to the survey. In an effort to respond to declining response rates, the Career Center incorporated data obtained through immediate response surveys from the School of Business, the School of Engineering, the School of Arts & Communication and data from the Admissions Clearinghouse. As a result of the information obtained, all 894 respondents provided both graduate school and employment information. 98.9% reported they were employed full-time or part-time and/or attending graduate/professional school. Of the respondents, 1.1% were not working or attending graduate/professional school.

Experiential Learning/Internships

65.8% (416/632) of survey respondents indicated they had participated in an internship for one or more semesters. Of this group, 53.4% (222/416) had an internship for 2 or more semesters.

65.4% (155/237) secured at least one semester of a paid internship and 56.8% (125/220) had at least one unpaid internship.

57.1% (137/240) had indicated an internship for at least one semester for academic credit and 60% (140/235) indicated an internship for at least one semester for no credit.

38.1% (94/247) of respondents indicated their internship experience secured them employment after graduation.

Other experiential opportunities included:

16.7% (96/576) indicated they had one or more semesters of student teaching; 7.2% (41/570) indicated they had one or more clinical experiences; 6.2% (35/569) indicated participation in MUSE; 20.5% (117/571) indicated participation in TCNJ sponsored research and 7% (40/570) indicated participation in non-TCNJ sponsored research.

TCNJ Career Preparation & Graduate Expectations

354 respondents rated how well they felt TCNJ prepared them for their careers. 341 (96.3%) rated their preparedness between Average and Excellent, and of this group 265 (77.7%) rated their preparedness between Above Average and Excellent.

Top Employers – Of the 625 respondents who provided their place of work, the Top Employers were:

- | | | |
|-------------------------------|--|-------------------------|
| 1. Johnson and Johnson (12) | 9. EY (4) | 17. L’Oreal (3) |
| 2. JP Morgan Chase & Co. (8) | 10. Crowe Horwath (4) | 18. Bank of America (3) |
| 3. TCNJ (8) | 11. CareKinesis Pharmacy (4) | 19. Aerotek (3) |
| 4. Bloomberg LP (7) | 12. Emergency Med. Assoc. (4) | 20. ADP (3) |
| 5. Deloitte, LLP (6) | 13. West Windsor-Plainsboro Reg SD (4) | |
| 6. City Year - AmeriCorps (6) | 14. PNC Bank (3) | |
| 7. PwC (5) | 15. Lockheed Martin (3) | |
| 8. Freedom Mortgage (5) | 16. ETS (3) | |

Salary Information

The average salary for graduates of the Class of ‘16 was \$55,341. This was a 10% increase from 2015. Average salaries by school:

Schools	A&C	Business	Education	Engineering	HSS	N&HES	Science
Average Salary 2016	\$49,761	\$59,142	\$48,661	\$63,750	\$48,241	\$61,333	\$56,145
Average Salary 2015	\$41,143	\$55,791	\$43,409	\$59,444	\$42,356	\$56,209*	\$51,716

The following academic majors, with more than one graduate reporting, had the highest reported average salaries:

- | | |
|---|--|
| 1. Computer Science (8), \$87,500 | 6. Engineering Science (5), \$64,500 |
| 2. Electrical Engineering (3), \$79,167 | 7. Finance (44), \$62,386 |
| 3. Computer Engineering (7), \$72,500 | 8. Interactive Multimedia (12), \$61,667 |
| 4. Biomedical Engineering (7), \$65,357 | 9. Accounting (35), \$60,643 |
| 5. Nursing (27), \$65,277 | 10. Civil Engineering (7), 60,357 |

Graduate School Summary

Of 758 respondents, 256 (33.8%) indicated they attended graduate school within the first year. 60% of respondents indicated they were not attending graduate/professional school and 6.2% were undecided regarding attending. Of the 252 respondents who reported the graduate school they were attending, the Top Graduate/Professional Schools were:

- | | | |
|------------------------------------|-----------------------------------|--|
| 1. Rutgers University (41) | 5. Drexel University (6) | 9. Seton Hall University (5) |
| 2. TCNJ (39)* | 6. Kean University (6) | 10. Fairleigh Dickinson University (4) |
| 3. University of Pennsylvania (11) | 7. Montclair State University (5) | 11. Johns Hopkins University (4) |
| 4. University of Delaware (7) | 8. Penn State (5) | 12. SUNY (4) |

Class of 2016 – School of Arts & Communication

Post-Graduation Activity

Employment

51% (99/194) of School of Arts & Communication graduates completed the survey. Of 99 respondents, 95 (96%) indicated that they are currently employed full-time or part-time.

Function of Employment

39 graduates specified which functions their careers fell into:

3 (7.7%) in Administrative Services	1 (2.6%) in Engineering
6 (15.4%) in Arts	1 (2.6%) in Health
8 (20.5%) in Business	3 (7.7%) in Information Technology
9 (23.1%) in Communications	3 (7.7%) in Other Fields
5 (12.7%) in Education	

Average Salaries

44 graduates who were employed full-time provided their salary information based on a range from “\$24,999 and under” to “\$150,000 and more” with \$4,999 intervals. The average salary for these graduates was \$49,761.

Number of Job Offers

Of the 88 respondents who provided information about job offers, 86 received one or more job offers.

Primary Major and Position Obtained

Of 36 respondents, 32 (89%) indicated that their major was directly or indirectly related to their obtained position.

Internship Participation

66 respondents participated in an internship for at least one semester during their time at TCNJ, while 42 of them participated in internships for two or more semesters.

Graduate/Professional School

5 respondents indicated that they were currently attending graduate school.

Future Plans for Study

11 graduates indicated they had plans for beginning graduate school in the next few years:

- 4 plan to attend graduate school within 2 years.
- 4 plan to attend graduate school within 4 years.
- 3 plan to attend graduate school within 6 years.

Degrees Being Sought

18 graduates indicated that they were planning on (if not actively) pursuing further degrees in the future:

- 1 is/will be seeking a Bachelor’s Degree.
- 15 are/will be seeking Master’s Degrees.
- 2 are/will be seeking Doctoral Degrees.

Career/Graduate Preparedness and Academic Satisfaction

Respondents rated how well they felt TCNJ prepared them for their career and graduate/professional school, and their satisfaction with their academic experience at TCNJ. Their ratings were based on a 5-point Likert scale (1 = Poor, 5 = Excellent):

	Poor	Below Average	Average	Above Average	Excellent	Total	Average Rating
Career	1	2	11	19	3	36	3.58
Graduate School	0	0	0	0	5	5	5.00

**Salaries – School of Arts & Communication
Class of 2016**

<u>Major Field of Study</u>	<u>Average Salary</u>
Art Education	\$52,500
Communications	\$46,174
Digital Arts	\$42,500
Fine Arts	\$62,500
Graphic Design	\$38,500
Interactive Multimedia	\$61,667
Music Education	\$50,000

Mean – \$49,761

Those who provided their salary out of employed respondents: 44/95

Job Titles & Employers - School of Arts & Communication Class of 2016

<u>Major Field of Study</u>	<u>Full Time Job Titles</u>	<u>Full Time Employer</u>
Art Education	Art Teacher	Irvington Public Schools
Art Education		1
Communication Studies	Digital Marketing Coordinator	Kraus Marketing
Communication Studies	Account Coordinator	Access Emanate Communications
Communication Studies	Title Officer	Allied Title, LLC
Communication Studies	Scheduling Coordinator	AMC Networks / WE T.V.
Communication Studies	Marketing Director	Ameriprise Financial Services, Inc.
Communication Studies	Clerical	Ashley Furniture Homestores
Communication Studies	Sales/Marketing Assistant	Bauer Media Group - USA
Communication Studies	Senior Counselor	Boys & Girls Clubs of America
Communication Studies	Operations Supervisor	Bus2alps
Communication Studies	VR Specialist	Camagine Designs
Communication Studies	Photo Specialist	CBS
Communication Studies	Ambassador	Citi Bike, Operated by Motivate
Communication Studies	Assistant Account Executive	Cohn & Wolfe
Communication Studies	Creative Agency	Columbia Records
Communication Studies	Senior Account Coordinator	Commencement Flowers
Communication Studies	Assistant Account Executive	Edelman
Communication Studies	Marketing Coordinator	Ellis Law Center
Communication Studies	Commercial Quotes Coordinator	Ferguson Enterprises
Communication Studies	Account Executive, West Coast	Fieldlens
Communication Studies	Mortgage Associate	Freedom Mortgage
Communication Studies	Videographer/Photographer	Freelance
Communication Studies	Graphic Designer	GK Framing
Communication Studies	Enrollment Advisor	Global Leadership Adventures
Communication Studies	Auxiliar de Idiomas	Gredos San Diego
Communication Studies	Marketing Assistant	Hamilton Cardiology
Communication Studies	Technology Fellow	Hill+Knowlton Strategies
Communication Studies	Recruiter	Insight Global
Communication Studies	Production Assistant	Intelligence Report
Communication Studies	Assistant Media Buyer	ITN Networks
Communication Studies	Sales Representative	Lawn Tech
Communication Studies	Shopper Marketing	L'Oreal Paris
Communication Studies	Administrative Specialist II	Mercer County Community College
Communication Studies	Associate Buyer	Mindshare
Communication Studies	Floral Designer	Monday Morning Flower & Balloon Co.
Communication Studies	SyFy Production Assistant	NBC Universal Media, LLC
Communication Studies	Account Coordinator	News America Marketing

Communication Studies	Assistant Media Planner	Noble People
Communication Studies	Client Relations Manager	On Campus Marketing, LLC
Communication Studies	Mortgage Banker	Peoples Bank
Communication Studies	Digital Media Coordinator	Princeton Partners, Inc.
Communication Studies	Marketing Manager	SD Capital Funding
Communication Studies	Business Development	Statista Global
Communication Studies	Strategic Comm. Associate	TerraCycle
Communication Studies	Account Planner	The Hibbert Group
Communication Studies	Marketing/Special Events Liaison	Thompson Healthcare & Sports Medicine
Communication Studies	Freelance Reporter	Time Publishing Newspapers, Inc.
Communication Studies	Log Specialist	Viacom
Communication Studies	Digital Activation Assistant	Vizeum
Communication Studies	Associate Media Director	Vizeum (360i)
Communication Studies	Employee Benefits Acct. Specialist	Walsh Benefits

Communication Studies **50**

Digital Arts	IS Support Specialist	Capital Health
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Digital Arts **1**

Fine Arts	Designer	Fathom Communications
Fine Arts	Graphic Design Coordinator	Memphis Grizzlies
Fine Arts	Marketing Assistant	Milk Street Marketing
Fine Arts	Art Instructor	The Academy of Art of Highland Park
Fine Arts	Key-holder	The Walking Company
Fine Arts	Visual Communications Specialist	USA Architects, Planners + Interior Design

Fine Arts **6**

Graphic Design	Teacher's Aide	Cherry Hill Board of Education
Graphic Design	Graphic Designer	Firmenich
Graphic Design	Graphic Designer	Freelance
Graphic Design	Graphic Designer/Marketing Coord.	Home Revolution
Graphic Design	Graphic Design/Junior Art Director	Lois Schneider Realtor
Graphic Design	Graphic Designer	Multipet International
Graphic Design	Web/Graphic Designer	Pinnacle Financial Services
Graphic Design	Junior Graphic Designer	TPG Architecture

Graphic Design **8**

Interactive Multimedia	UX Designer	Amazon
Interactive Multimedia	Global IT Graduate Associate	AstraZeneca
Interactive Multimedia	Content Associate	Athena Health
Interactive Multimedia	Microsoft Expert	Best Buy
Interactive Multimedia	Market Data Analyst	Bloomberg L.P.
Interactive Multimedia	Front End Web Developer	Blue Cadet
Interactive Multimedia	3D Animator	CBS Corporation
Interactive Multimedia	Production Assistant	DScape Interactive LLC
Interactive Multimedia	Test Creation Administrator II	Educational Testing Services
Interactive Multimedia	Lead Instructor	Game-U
Interactive Multimedia	Product Programmer Specialist	Global Furniture Group USA
Interactive Multimedia	Social Media/Web Coordinator	Icup Inc.
Interactive Multimedia	Marketing Specialist	Insurance Data Processing, Inc.
Interactive Multimedia	Digital Marketing Associate	NJPAC
Interactive Multimedia	Production Assistant	Sonic Trigger
Interactive Multimedia	Jr. Motion Graphics Editor	TerraCycle
Interactive Multimedia	Software Development Specialist	TCNJ
Interactive Multimedia	Art & IMM Technical Coordinator	TCNJ
Interactive Multimedia	Software Engineer	Vydia Inc.
Interactive Multimedia	Digital Marketing Assistant	Wainscot Media

Interactive Multimedia	20
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Music	UI Developer	Ripen eCommerce
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Music	1
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Music Education	Music Teacher/Choir Director	Bernards Township Board of Education
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Music Education	1
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**Graduate Schools & Programs of Study
School of Arts and Communication
Class of 2016**

Major Field of Study	Program of Study	Current Graduate School
Communications Communications Communications Communications	Education Public Health Public Health	Rider University Johns Hopkins Syracuse University University of Pennsylvania
Music	Music	Pennsylvania State University