



Post-Graduation Outcomes 14-15 to 16-17



INSTITUTIONAL RESEARCH, PLANNING AND ASSESSMENT



INSTITUTIONAL RESEARCH, PLANNING AND ASSESSMENT

EXECUTIVE SUMMARY

Project Overview

Institutional Research administered a Post-Graduation Outcomes Survey in collaboration with the Assessment of Learning (AOL) Committee for the first time in the summer of 2018 and plans to administer a version of this survey every three years moving forward. This report summarizes post-graduation outcomes for undergraduate students

graduating from 2014-15 through 2016-17. An overall survey response rate of 25.6% was achieved through an aggressive marketing campaign.

The survey focuses on recent graduates' perceptions of how their learning is serving them in the workplace as well as employment and continuing education outcomes. The

survey also asks about perceptions of their time at Northern Michigan University. Questions about learning outcomes were developed by faculty from the AOL Committee and questions about post-graduation outcomes were developed by Institutional Research.

A few key highlights include:

Placement:

- 96.1% of recent graduates report a status of full-time employment, part-time employment, other employment, or continuing education; 3.9% are either not employed or not seeking employment.
- 85.3% are either currently employed full-time, part-time or in some other capacity

Employment:

- 88.0% reported that the skills they developed at NMU are either “very related” or “somewhat related” to their current position
- 80.4% reported that their major is either “very related” or “somewhat related” to their current position
- 83.8% reported that their desired career is either “very related” or “somewhat related” to their current position
- 52.4% work in the for-profit sector, 25.5% work in the public sector, 19.1% work in the non-profit sector, and 3.1% are self-employed
- 87.6% reported that they are either “satisfied” or “somewhat satisfied” with their current position
- Most common employers included: Northern Michigan University, Upper Peninsula Health Systems, Mayo Clinic, U.S. Army, Target, and the University of Wisconsin, Madison
- Most common job titles included: K-12 Teacher, Registered Nurse, Accountant, Medical Imaging Technologist, Owner, and Licensed Practical Nurse

Continuing Education:

- 10.7% are continuing their education
- Most common continuing education institutions included: Northern Michigan University, Michigan State University, Central Michigan University, Wayne State University, and the University of Wisconsin, Madison.

Learning:

- 74.7% “agreed” they obtained learning in the area of Knowledge of Program Content
- 71.8% “agreed” they obtained learning in the area of Thinking Critically
- 67.2% “agreed” they obtained learning in the area of Ethical and/or Professional Behavior



SUMMARY OF METHODS

Institutional Research began the process of developing an instrument by surveying best practices and other known alumni post-graduation outcome projects at peer institutions. The final tool further aligns with definitions and data collect methods from the National Association of Colleges and Employer's (NACE) First Destination Survey. The instrument was administered to all recent graduates from academic years 14-15 through 16-17 from undergrad programs. In order for the AOL committee to capture learning outcomes of all undergraduate programs on campus as part of an accreditation project, students were asked to individually rate their obtained learning for their first major, second major, first minor and second minor. The next data collection cycle will begin 6 months after the May graduation of

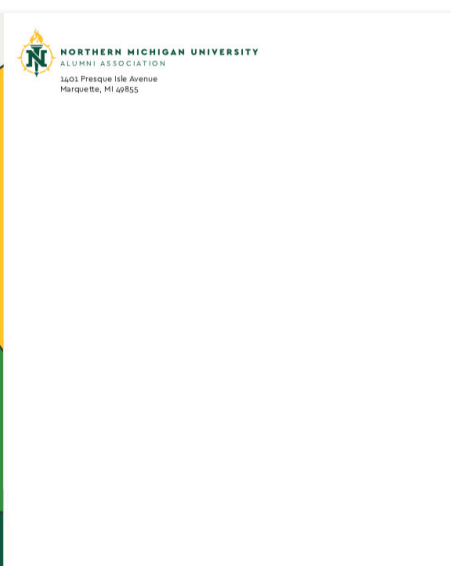
the 19-20 class.

Data collection began in June of 2018 and closed in October of 2018. Along with mention of this survey in the Northern Magazine and physical postcard mailings endorsed by both NMU's President and the President of the Alumni Board, alumni were contacted multiple times by email. During the same time NMU's marketing department ran a social media campaign and faculty made social media announcements. Finally, alumni were sent emails on behalf of their respective department heads. The overall campaign generated a total response rate of 25.6% (1,163 of 4,548).

Overall, the sample of respondents represented the population adequately with the exception of gender, where females participated at higher rates than males. After additional analyses

to understand the effects of gender on the overall results, it was determined that the impacts were minor and didn't change the functional value of results² and that weighting would not be used in either this executive report or the interactive dashboards.

In compliment of this executive summary, an interactive dashboard has been created to further share results at finer levels of detail providing academic departments individualized results. The interactive dashboard can be accessed by going to the Institutional Research website at www.nmu.edu/ir.



RESULTS

Overall Placement Rates

"Please select your current role from the list below:"

	#	%
Employed Full-Time	680	68.3%
Employed Part-Time	59	5.9%
Other Employment	111	11.1%
Continuing Education	116	10.7%
Total Placement Rate	957	96.1%
Not Placed	39	3.9%
Response Rate	996	21.9%
Margin of Error	-	+/- 2.1%

The total placement rate of respondents across the university was 96.1%. Among those placed, 68.3% were employed full-time, 5.9% were employed part time, 11.1% were placed in some other category of employment such as military service or volunteering, and 10.7% were, or had already, continued their education. Of all respondents, 3.9% were not currently placed.



Placement Rate Details

"Please select your current primary role from the list below:"

Primary Role		#	%
Employed Full-Time	Employed Full-Time	680	68.3%
Employed Part-Time	Employed Part-Time	59	5.9%
Other Employment	Employed and Continuing Education	49	4.9%
	Entrepreneur Full-Time	11	1.1%
	Entrepreneur Part-Time	5	0.5%
	Freelance Full-Time	3	0.3%
	Freelance Part-Time	3	0.3%
	Post Grad Fellowship/Internship Full-Time	8	0.8%
	Post Grad Fellowship/Internship Part-Time	1	0.1%
	Serving in the U.S. Military	8	0.8%
	Temp/Contracted Full-Time	14	1.4%
	Temp/Contracted Part-Time	3	0.3%
	Volunteer/Service Program	6	0.6%
Continuing Education		107	10.7%
Not Placed	Not Seeking Employment or Education	10	1.0%
	Seeking to Continue Education	10	1.0%
	Seeking Employment	19	1.9%
Overall Total	Total	996	100%

Of respondents who occupy traditional employment positions, 68.3% were employed full-time and 5.9% were employed part-time. Of those who responded "other employment", 4.9% were employed and continuing their education, 1.1% were full-time entrepreneurs, 0.5% were part-time entrepreneurs, 0.3% were freelance full-time, 0.3% were freelance part-time, 0.8% were completing a full-time post-graduation fellowship/internship, 0.1% were completing a part-time post-graduation fellowship/internship, 0.8% were serving in the U.S. military, 1.4% were temp/contracted full-time, 0.3% were temp/contracted part-time, and 0.6% were part of a volunteer/service program. Of respondents, 10.7% were continuing their education. Of those who responded and were "not placed", 1.0% were not seeking employment, 1.9% were seeking employment, and 1.0% were seeking continuing education.



Placement Rates by Year

Primary Role	Graduation Year	#	%
Employed Full-Time	16-17 (1 Year Out)	210	62.1%
	15-16 (2 Years Out)	239	67.5%
	14-15 (3 Years Out)	231	76.0%
	All Years	680	68.3%
Employed Part-Time	16-17 (1 Year Out)	25	7.4%
	15-16 (2 Years Out)	22	6.2%
	14-15 (3 Years Out)	12	3.9%
	All Years	59	5.9%
Other Employment (Entrepreneurs, Freelance workers, Temporary workers, Military personnel, Volunteers, Internships, ect.)	16-17 (1 Year Out)	40	11.8%
	15-16 (2 Years Out)	37	10.5%
	14-15 (3 Years Out)	34	11.2%
	All Years	111	11.1%
Continuing Education	16-17 (1 Year Out)	48	14.2%
	15-16 (2 Years Out)	41	11.6%
	14-15 (3 Years Out)	18	5.9%
	All Years	107	10.7%
Not Placed	16-17 (1 Year Out)	15	4.4%
	15-16 (2 Years Out)	15	4.2%
	14-15 (3 Years Out)	9	3.0%
	All Years	39	3.9%

Respondents 3 years out are more likely to work full-time (76.0%) in a traditional employment position than those 1 year out (62.1%). Those 3 years out are also less likely to work part-time in a traditional employment position than those 1 year out. Respondents 3 years out are slightly less likely to work in a category of “other employment” (11.2%) than those 1 year out (11.8%). Those 3 years out are less likely to be or to have already continued their education (5.9%) than those 1 year out (14.2%). Respondents 3 years out are less likely to report a status in the category of “not placed” (3.0%) than those 1 year out (4.4%).



Placement Rates by Gender

Primary Role	Gender	#	%
Employed Full-Time	Male	257	75.1%
	Female	423	64.7%
	All Respondents	680	68.3%
Employed Part-Time	Male	7	2.0%
	Female	52	8.0%
	All Respondents	59	5.9%
Other Employment (Entrepreneurs, Freelance workers, Temporary workers, Military personnel, Volunteers, Internships, ect.)	Male	37	10.8%
	Female	74	11.3%
	All Respondents	111	11.1%
Continuing Education	Male	32	9.4%
	Female	75	11.5%
	All Respondents	107	10.7%
Not Placed	Male	9	2.6%
	Female	30	4.6%
	All Respondents	39	3.9%

Male respondents were more likely to hold traditional full-time employment positions (75.1%) in comparison to female respondents (64.7%). Female respondents were more likely to hold traditional part-time employment positions (8.0%) than male respondents (2.0%). Male respondents were slightly less likely to be employed in the category of “other employment” (10.8%) in contrast to female respondents (11.3%). Female respondents were slightly more likely to continue their education (11.5%) in comparison to male respondents (9.4%). Male respondents were less likely to report not being placed (2.6%) than female respondents (4.6%).



Alignment of Employment with Skills Learned, Major, and Career Ambitions

"How closely related is your current position to:"

	Skills you developed at NMU		Your undergraduate major		Your desired career path	
Response:	#	%	#	%	#	%
Very Related	380	46.1%	412	50.4%	443	54.0%
Somewhat Related	345	41.9%	248	30.3%	244	29.8 %
Completely Unrelated	99	12.0%	158	19.3%	133	16.2%
Respondents	824	18.1%	818	18.0%	820	18.0%
Margin of Error	-	+/- 2.0%	-	+/- 2.3%	-	+/- 2.2%

*Response options included: very related, somewhat related and completely unrelated.

Of respondents, 88.0% said their current employment is either "very related" or "somewhat related" to the skills they developed in their program, 80.4% said their current employment is either "very related" or "somewhat related" to their undergraduate major, and 83.8% said their current employment is "very related" or "somewhat related" to their career ambitions.

Employment by Sector

	#	%
For-profit	423	52.4%
Public	206	25.5%
Nonprofit	154	19.1%
Self-employed	25	3.1%
Respondents	808	17.8%
Margin of Error	-	+/- 2.2%

Of respondents, 52.4% reported working in the for-profit sector, 25.5% work in the public sector, 19.1% work in the non-profit sector, and 3.1% are self-employed.

Satisfaction with Employment

	#	%
Satisfied	419	51.3%
Somewhat Satisfied	297	36.3%
Somewhat Dissatisfied	70	8.6%
Not Satisfied	31	3.8%
Respondents	817	18.0%
Margin of Error	-	+/- 2.5%

*Response options included: satisfied, somewhat satisfied, somewhat dissatisfied and not satisfied.

The most common response given by recent grads was that they are “satisfied” (51.3%) with their current employment. Additionally, 87.6% are either “satisfied” or “somewhat satisfied” with their current position, while 12.4% are either “somewhat dissatisfied” or “dissatisfied” with their position.



Overall Gross Salary of Full-Time Employed Respondents by Income Brackets

	#	%	Cumulative %
\$10,000 – \$19,999	7	1.2%	1.2%
\$20,000 – \$29,999	104	17.4%	18.6%
\$30,000 – \$39,999	184	30.8%	49.4%
\$40,000 – \$49,999	125	20.9%	70.4%
\$50,000 – \$59,999	90	15.1%	85.4%
\$60,000 – \$69,999	50	8.4%	93.8%
\$70,000 – \$79,999	20	3.4%	97.2%
\$80,000 – \$89,999	12	2.0%	99.2%
\$90,000 – \$99,999	5	0.8%	100%
Total	597	100%	-

For traditional full-time employed respondents, outliers more than 3 standard deviations from the mean (\$97,070) or less than the federal minimum wage (\$15,080) were removed from this analysis.³ At the university level, \$30,000 to \$39,000 (30.8%) was the most commonly reported income bracket. More than half of respondents (50.6%) reported making more than \$39,999 a year.

Overall Gross Salaries by Year and by Gender

	Gross Salary	
All Respondents	Mean	Median
16-17 (1 Year Out)	\$40,720	\$38,000
15-16 (2 Years Out)	\$42,060	\$40,000
14-15 (3 Years Out)	\$42,780	\$40,000
All years	\$41,890	\$40,000
By Gender		
Males	\$45,190	\$41,800
Females	\$39,900	\$38,000
Response Rate	13.1%	13.1%
Margin of Error	+/- 2.9%	+/- 3.0%

At the university level, the reported average gross salary of respondents was \$41,890 in comparison to a median gross salary of \$40,000. The average gross salary for those 3 years out was \$42,780 in contrast to \$40,720 for those 1 year out. The median gross salary for those 3 years out was \$40,000 compared to \$38,000 for those 1 year out. The average gross salary for males (across all years) was \$45,190 in contrast to \$39,900 for females. The median gross salary for males (across all years) was \$41,800 compared to \$38,000 for females.



Most Commonly Reported Employers and Job Titles

Employers	#	Job Titles	#
Northern Michigan University	29	K-12 Teacher	44
Upper Peninsula Health Systems	28	Registered Nurse	29
Mayo Clinic	7	Accountant	10
U.S. Army	6	Medical Imaging Technologist	10
Target	5	Owner	10
University of Wisconsin, Madison	5	Liscensed Practical Nurse	7
AmeriCorps	4	Graphic Designer	6
Menard Inc.	4	Software Engineer	6
Munson Medical Center	4	Project Engineer	5
Spectrum Health	4	Special Education Teacher	5
Upper Peninsula Health Plan	4	Web developer	5

The most commonly reported employers were Northern Michigan University (29), Upper Peninsula Health Systems (28), Mayo Clinic (7), U.S. Army (6) and Target (5). The most commonly reported job titles were K-12 Teacher (44), Registered Nurse (29), Accountant (10), Medical Imaging Technologist (10), and small business owner (10).



Respondent Reported Residence

	Origin		Current	
	#	%	#	%
Marquette County	1232	34.5%	271	23.9%
Upper Peninsula	2100	58.8%	383	33.7%
In State	3575	81.3%	701	61.8%
Out of State	821	18.7%	434	38.2%
Response/ Knowledge Rate	4394	96.6%	1135	25.0%
Margin of Error	-	-	-	+/- 4.3%

Of respondents, 23.9% currently reside in Marquette County compared to 34.5% of alumni who are originally from Marquette County. Of those who responded, 33.7% live in the Upper Peninsula more generally in contrast to 58.8% of alumni who are originally from the Upper Peninsula. Of respondents, 61.8% currently reside in Michigan compared to 81.3% who are originally from Michigan. Of those who responded, 38.2% live out of state in contrast to 18.7% who are originally from out of state.

Continuing Education Locations

	#
Northern Michigan University	37
Michigan State University	8
Central Michigan University	6
Wayne State University	6
University of Wisconsin, Madison	4
Grand Valley State University	3
University of Minnesota, Twin Cities	3
Western Michigan University	3
Michigan Technological University	2
Montana State University	2
Oakland University	2
University of Colorado, Boulder	2
University of Illinois, Urbana-Champaign	2

Of the 10.7% who reported “continuing education” as their placement status; Northern Michigan University was the most commonly reported continuing education institution followed by Michigan State University, Central Michigan University, Wayne State University and the University of Wisconsin, Madison.



Perceived Learning Outcomes of Majors

Majors who "agree" to have obtained learning in the following areas:

	1st Major		2nd Major	
Obtained Learning:	#	%	#	%
Knowledge of Program Content	810	74.7%	29	74.4%
Thinking Critically	778	71.8%	31	81.6%
Skills	654	60.5%	26	68.4%
Ethical and/or Professional Behaviors	728	67.2%	26	66.7%
Diversity	437	40.5%	22	56.4%
Technology	461	42.6%	15	38.5%
Response Rate	1,086	23.9%	39	%
Margin of Error ⁴	-	+/- 1.4%	-	+/- 5.7%

*Response options included: agree, somewhat agree, somewhat disagree and disagree

At the university level, Knowledge of Program Content (74.7%) had the highest perceived rate of obtained learning for first majors followed by Critical Thinking (71.8%), Ethical/Professional Behaviors (67.2%), Skills (60.5%), Technology (43.3%) and Diversity (40.5%).



Perceived Learning Outcomes of Minors

Minors who "agree" to have obtained learning in the following areas:

	1st Minor		2nd Minor	
Obtained Learning:	#	%	#	%
Knowledge of Program Content	225	57.3%	30	73.2%
Thinking Critically	243	61.8%	29	72.5%
Skills	194	49.5%	28	70.0%
Ethical and/or Professional Behaviors	228	58.0%	25	61.0%
Diversity	170	43.3%	21	52.2%
Technology	137	34.9%	15	36.6%
Response Rate	394	19.3%	41	20.6%
Margin of Error	-	+/- 2.2%	-	+/- 7.6%

Of respondents, Thinking Critically (61.8%) had the highest perceived rate of obtained learning for first minors followed by Ethical/Professional Behaviors (58.0%), Knowledge of Program Content (57.3%), Skills (49.5%), Diversity (43.3%) and Technology (34.9%).

Across first majors, second majors, minors and second minors, Thinking Critically remained one of the highest rated perceived learning outcomes while Diversity and Technology remained among the lowest.



DISSEMINATION OF RESULTS

This report is available online and can be downloaded from Institutional Research's webpage at www.nmu.edu/ir. Along with this report is an internal dashboard showcasing our analyses visually with graphics and interactive capabilities to analyze subsections of the data at finer levels of detail. Further, an external dashboard is publicly available for students, parents and community members.

ENDNOTES

¹Academic years are calculated as summer, fall and winter.

²Results using gender weights were not substantially different from unweighted findings.

³The federal minimum wage as of 2018 was \$7.25. We used 2080 hours as a standard measure of full-time employment.

⁴Margin of error was calculated using a 95% confidence interval.



APPENDICES

Appendix A

Response Rates by Demographics

Demographics	Measure	Respondents	Population	Response Rate
Gender	Males	35.2%	44.6%	20.2%
	Females	64.8%	55.4%	29.9%
Ethnicity	Caucasian	93.6%	91.8%	26.1%
	Two or More Races	2.0%	2.2%	23.2%
	American Indian/ Alaskan Native	1.1%	2.0%	14.8%
	African American	1.0%	1.4%	18.5%
	Not Available	1.2%	1.3%	24.6%
	Asian or Pacific Islander	0.7%	1.0%	18.2%
	Hispanic	0.2%	0.2%	25.0%
	Hawaiian or Pacific Islander	0.2%	0.2%	25.0%
Degree Type	Certificate	3.8%	7.4%	13.1%
	Associate	7.4%	10.1%	18.7%
	Baccalaureate	88.8%	82.5%	27.5%
Year of Graduation	14-15	29.9%	33.8%	22.6%
	15-16	35.3%	32.5%	27.8%
	16-17	34.7%	33.8%	26.3%
College	Arts and Sciences	51.2%	44.2%	29.6%
	Business	10.7%	11.3%	24.3%
	Technology and Occupational Sciences	5.2%	9.5%	14.1%
	Health Sciences and Professional Studies	32.8%	35.0%	24.0%



Appendix B

Response Rates by Department

Demographics	Measure	Respondents	Population	Response Rate
Department	Biology	10.2%	8.8%	29.7%
	Center For Native American Studies	0.3%	0.1%	75.0%
	Chemistry	1.6%	1.3%	33.3%
	College of Arts and Sciences	1.3%	1.9%	17.2%
	College of Business	10.7%	11.3%	24.3%
	College of Health Sciences and Professional Studies	0.3%	0.4%	17.6%
	Communication and Performance Studies	5.4%	4.5%	30.6%
	Criminal Justice	6.4%	5.8%	27.9%
	Languages, Literatures and International Studies	1.7%	1.3%	33.9%
	Music	0.6%	0.3%	50.0%
	Political Science and Public Administration	2.1%	1.4%	39.1%
	Psychological Science	4.5%	3.9%	29.1%
	Earth, Environmental and Geographical Sciences	4.7%	4.5%	27.0%
	Economics	0.5%	1.1%	12.5%
	Engineering Technology	2.2%	2.9%	19.5%
	English	3.5%	3.3%	27.0%
	History and Philosophy	2.5%	2.2%	29.3%
	Math and Computer Science	3.3%	2.2%	38.4%
	Physics	0.4%	0.2%	71.4%
	School of Art and Design	7.6%	6.6%	29.2%
	School of Clinical Sciences	5.9%	5.9%	25.7%
	School of Education, Leadership and Public service	3.2%	2.8%	28.9%
	School of Health and Human Performance	6.4%	7.3%	22.6%
	School of Nursing	4.0%	5.3%	19.2%
	School of Practical Nursing	1.4%	2.0%	17.4%
	Social Work	3.0%	2.5%	30.4%
	Sociology and Anthropology	0.9%	0.7%	35.5%
	Technology and Occupational Sciences	5.2%	9.5%	14.1%



