

# Graduation Survey Report 2017~2018



**Institutional Research,  
Planning and Assessment**  
Northern Michigan University  
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Marquette, MI 49855

## Executive Summary

Each year, the Institutional Research, Planning and Assessment office (IRPA) surveys graduates from all degree programs offered at Northern Michigan University (NMU). This report provides a comprehensive picture of employment and continuing education of NMU graduates immediately after graduation.

The combined successes of NMU graduates include a self-reported employment rate of **58.3%** along with **29.7%** of graduates reporting that they will be continuing their education after graduation. Those either employed or continuing education contribute to an overall placement rate of **71.0%**, along with **17.0%** of graduates reporting that they are both employed and planning to continue their education after graduation.

**78.9%** of those employed indicated that they were satisfied with their current job and **68.5%** reported that they felt their current job was related to their academic major. **81.7%** of those employed stayed in Michigan, **67.6%** stayed in the Upper Peninsula and **57.1%** stayed in Marquette County.

Data is analyzed for the university as a whole and by individual colleges. Readers are encouraged to contextualize, share, and celebrate the information which is contained in the report. While the overall employment rate is down (**-3.6%**) from the previous year of **61.9%**, those continuing education is up (**+2.0%**) from **27.7%**.

### Survey Year

The Graduate Survey Report encompasses participants from two commencement rehearsals. Data was collected from all graduating students who either registered for Fall 2017/Winter 2018 commencement or participated in Fall 2017 commencement rehearsal/Winter 2018 rehearsal. The overall response rate was **55.6%**, up (**+8.1%**) from the previous year of **47.5%**.

### Survey Methodology

A few weeks prior to commencement, IRPA emails students asking them to complete the Graduate Survey electronically through Qualtrics using personalized links. Additionally, during each commencement rehearsal, IRPA provides all commencement rehearsal participants with a copy of the graduate survey. Graduates are given an opportunity to complete the survey and return it to the IRPA staff at the end of rehearsal. Once all surveys are collected, IRPA staff input the results from each student into a database. Then, approximately 4 weeks after each commencement, IRPA sends reminder emails to all students that have not yet responded to the survey in an effort to achieve as high a return rate as possible.



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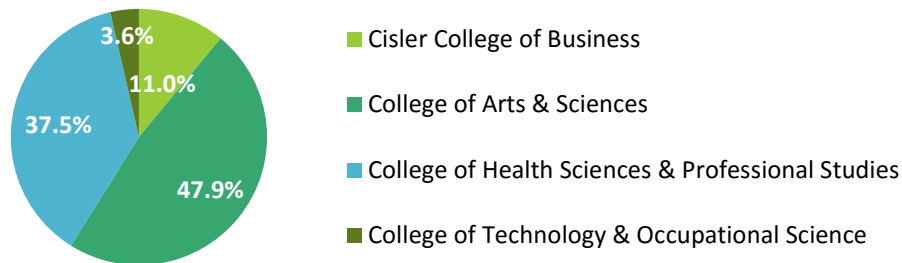
## RESULTS: ALL NORTHERN MICHIGAN UNIVERSITY DEGREES Fall 2017 & May 2018 Commencement Ceremonies

As you examine the Graduate Survey results, please note (applies to all colleges):

- “Graduating students” includes students who received a:
  - Master’s Degree
  - Bachelor’s Degree
  - Degree/Certification from a non-baccalaureate program
- Data was collected for all graduating students who either registered to graduate or participated in commencement rehearsal:
  - December 2017
  - May 2018
- “Employed” and “Continuing Education” are not mutually exclusive choices on the NMU Graduate Survey. Therefore, the cumulative percentages listed for these two choices may exceed 100 percent.
- If the percentages do not add up to 100 percent, some respondents to the survey have indicated that they are either “employed” and “continuing education” OR “unemployed” and “continuing education.”
- Missing data has been excluded from all counts and calculations.



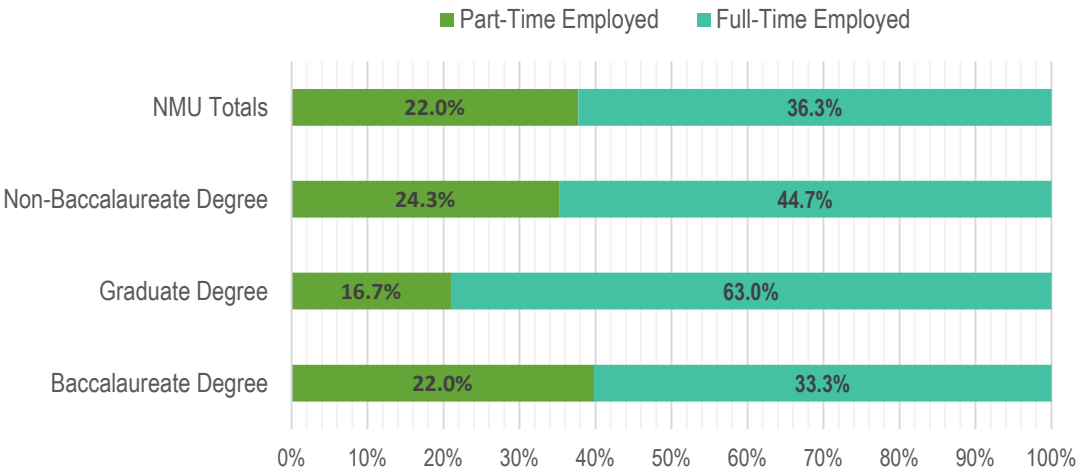
IRPA collected data from **936** of the **1,684** graduating students at Northern Michigan University, for an overall response rate of **56.7%**. The graph below shows the % of respondents from each college.



	# Grads Responding	Total # of Grads	Response rate by college
Cisler College of Business	103	178	57.9%
College of Arts & Sciences	448	714	62.7%
College of Health Sciences & Professional Studies	351	666	52.7%
College of Technology & Occupational Science	34	126	27.0%
<b>NMU Overall Totals</b>	<b>936</b>	<b>1684</b>	<b>55.6%</b>

# Employed: 58.3%

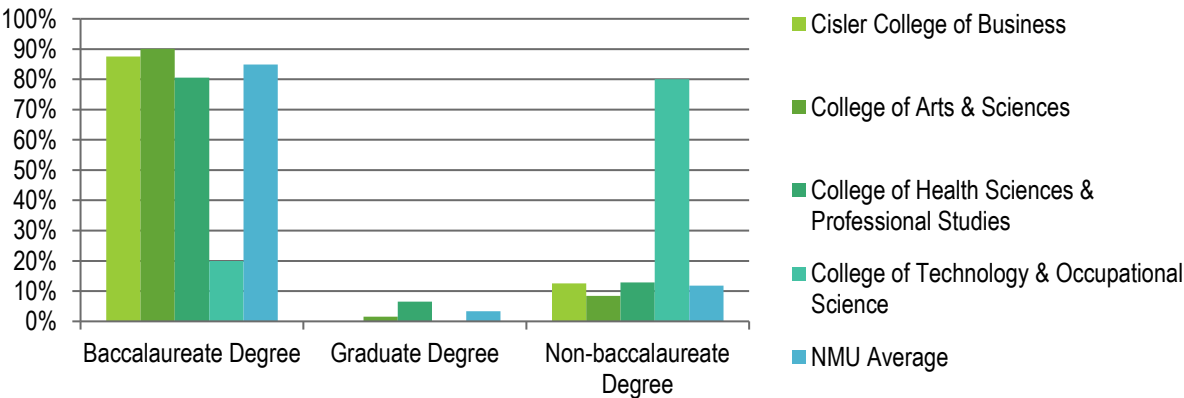
As the report illustrates, those responding to the survey indicate a very positive employment rate. While reviewing the following, note that the percentage employed combines those who indicate they are employed full-time and those indicating part-time employment.



*It should also be noted that “Employed” and “Continuing Education” are not mutually exclusive choices for the respondent. For example, one can be counted twice - once for indicating that they are employed and once for indicating that they are (at the same time) continuing their education.*

# Continuing Education: 29.7%

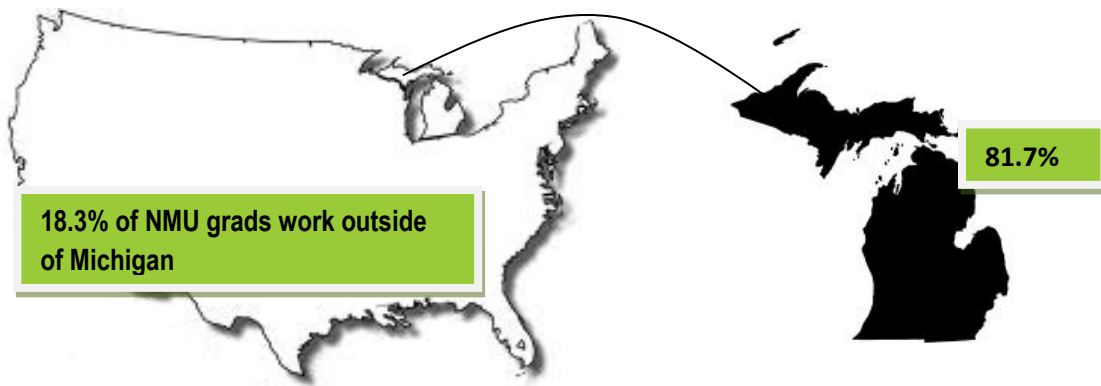
A total of **283** students reported that they would be continuing their education either part-time or full-time beyond graduation. The graph below shows the type of degree those who are continuing education will be pursuing disaggregated by college.



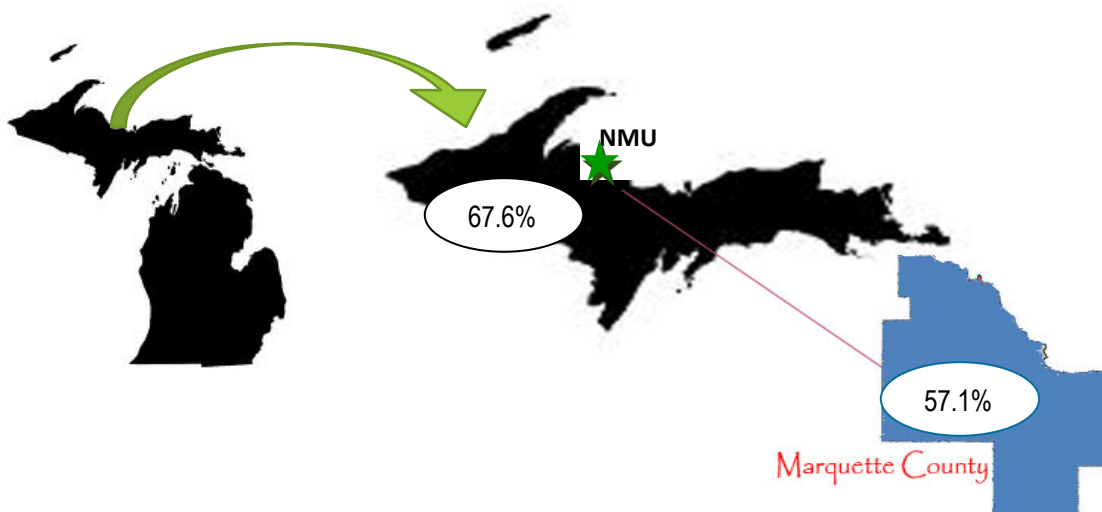
## Geographic Location:

Michigan remains the state of choice for those indicating that they are employed with **81.0%** of those who indicated that they are employed reported that they are employed in Michigan.

Degree	% Indicating Employment in MI	% Indicating Employment Outside MI
Baccalaureate Degree	79.1%	20.9%
Graduate Degree	90.2%	9.8%
Non-Baccalaureate Program	84.6%	15.4%
<b>NMU TOTAL</b>	<b>81.7%</b>	<b>18.3%</b>



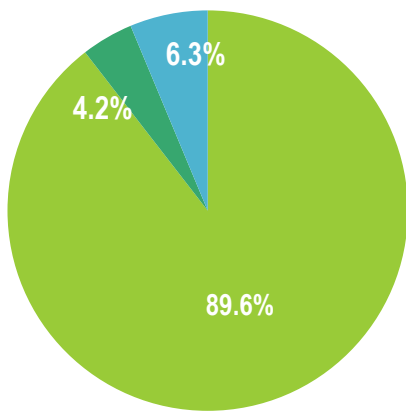
Of the **55.6%** of NMU grads that are employed, **67.6%** work in the Upper Peninsula while **57.1%** of employed graduates work in Marquette County.



**RESULTS: WALKER L. CISLER COLLEGE OF BUSINESS**  
Fall 2017 & May 2018 Commencement Ceremonies



IRPA collected data from **103** of the **178** graduating students who received a bachelor’s, graduate or non-baccalaureate degree from the Walker L. Cisler College of Business for the specified timeframe. The response rate for the Walker L. Cisler College of Business was **57.9%**.

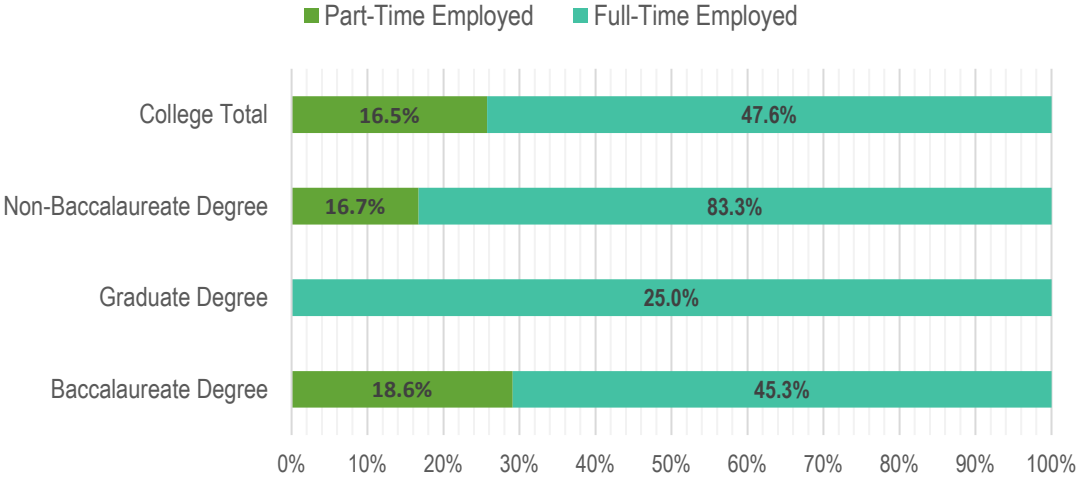


**College of Business**  
(Percentage of responding grads by degree)

- Baccalaureate Degree
- Graduate Degree
- Non-Baccalaureate Degree

# Employed: 64.1%

As the report illustrates, those responding to the survey indicate a very positive employment rate. While reviewing the following, note that the percentage employed combines those who indicate they are employed full-time and those indicating part-time employment.

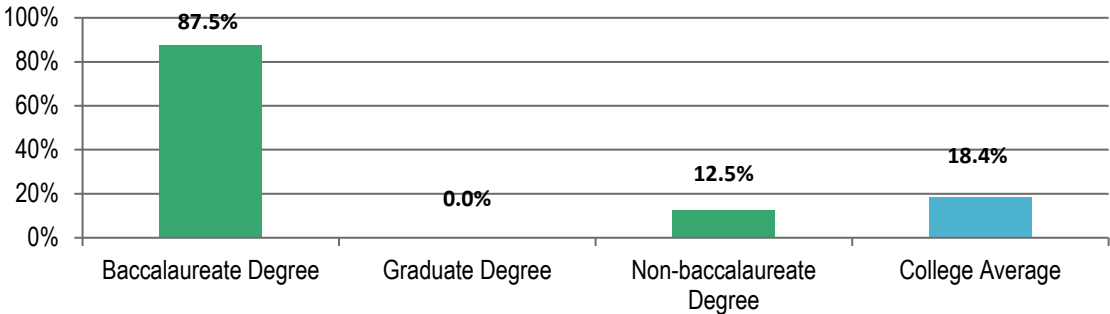


*It should also be noted that “Employed” and “Continuing Education” are not mutually exclusive choices for the respondent. For example, one can be counted twice - once for indicating that they are employed and once for indicating that they are (at the same time) continuing their education.*

# Continuing Education: 18.4%

A total of 19 students reported that they would be continuing their education either part-time or full-time beyond graduation.

**Percentage Continuing Education**

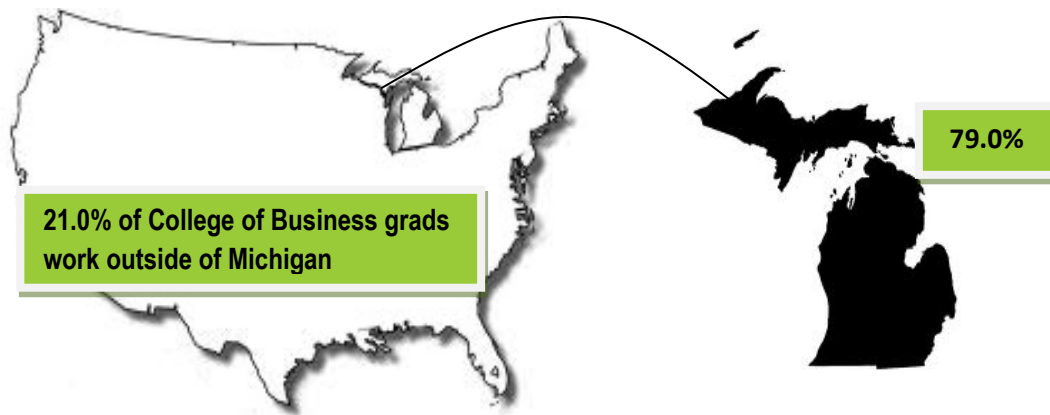




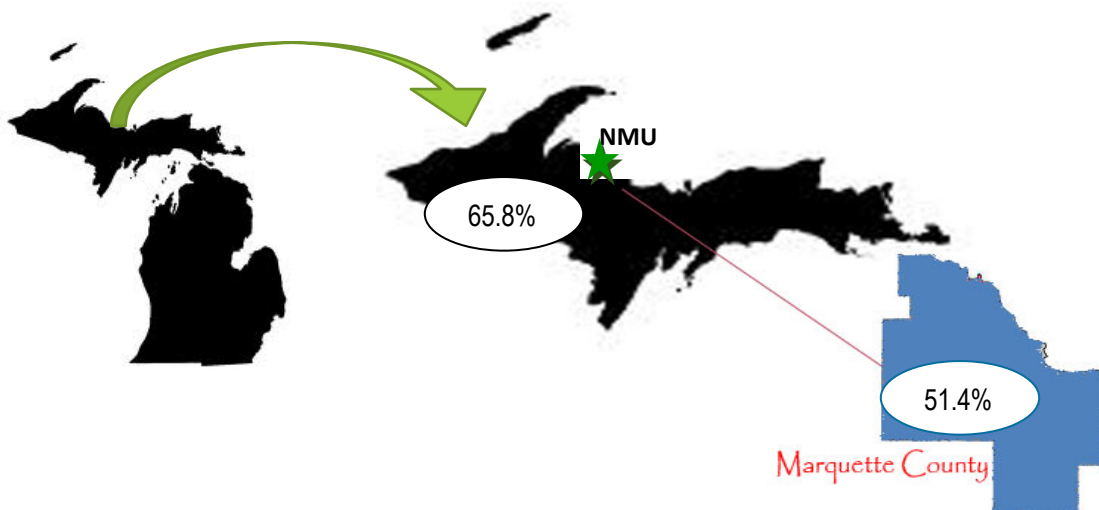
## Geographic Location:

Michigan remains the state of choice for those indicating that they are employed. A total of **79.0%** of graduates from the Walker L. Cisler College of Business who indicated that they are employed reported that they are employed in Michigan.

Degree	% Indicating Employment in MI	% Indicating Employment Outside MI
Baccalaureate Degree	76.5%	23.5%
Graduate Degree	0.0%	100.0%
Non-Baccalaureate Program	100.0%	0.0%
<b>College TOTAL</b>	<b>79.0%</b>	<b>21.0%</b>



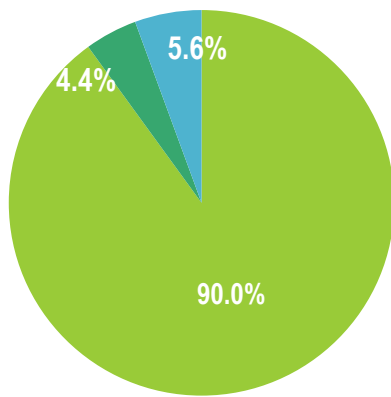
Of the **64.1%** of NMU grads from the Walker L. Cisler College of Business that are employed, **65.8%** work in the Upper Peninsula while **51.4%** of employed graduates work in Marquette County.



**RESULTS: COLLEGE OF ARTS AND SCIENCES**  
Fall 2017 & May 2018 Commencement Ceremonies



IRPA collected data from **448** of the **714** graduating students who received a bachelor’s, graduate or non-baccalaureate degree from the College of Arts and Sciences for the specified timeframe. The response rate for the College of Arts and Sciences was **62.7%**.



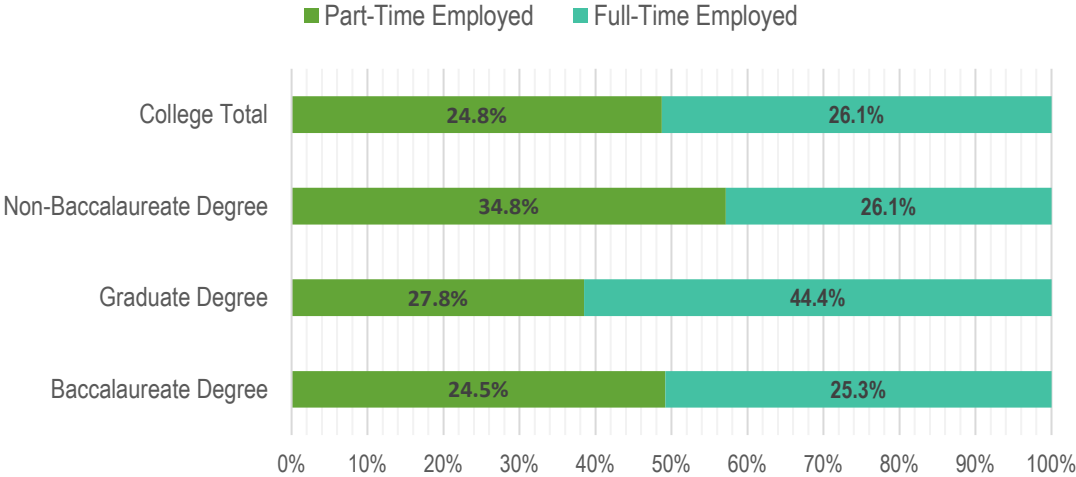
**College of Arts and Sciences**

(Percentage of responding grads by degree)

- Baccalaureate Degree
- Graduate Degree
- Non-Baccalaureate Degree

# Employed: 50.9%

As the report illustrates, those responding to the survey indicate a very positive employment rate. While reviewing the following, note that the percentage employed combines those who indicate they are employed full-time and those indicating part-time employment.

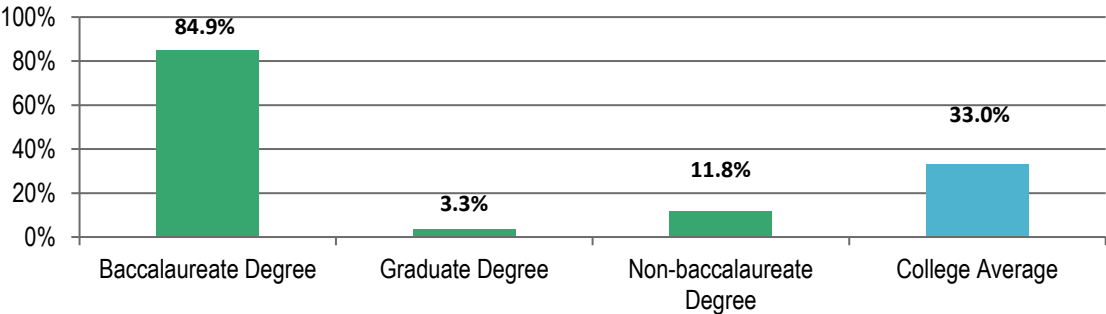


*It should also be noted that “Employed” and “Continuing Education” are not mutually exclusive choices for the respondent. For example, one can be counted twice - once for indicating that they are employed and once for indicating that they are (at the same time) continuing their education.*

# Continuing Education: 33.0%

A total of 148 students reported that they would be continuing their education either part-time or full-time beyond graduation.

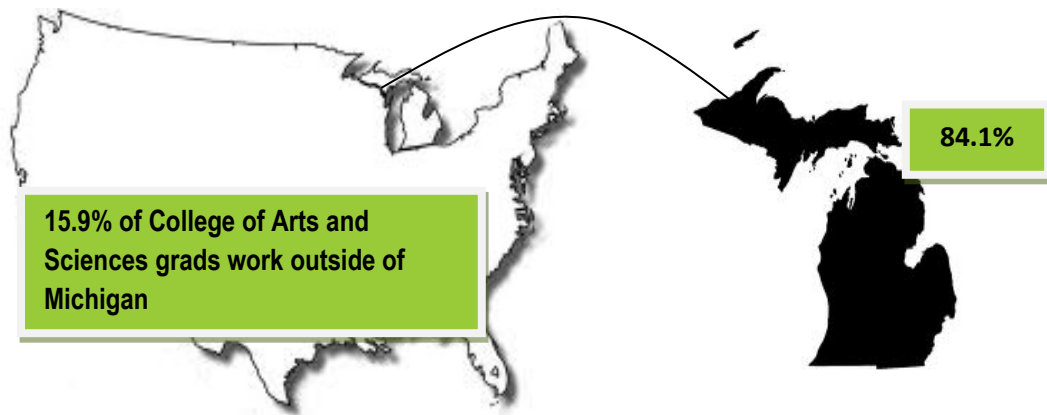
## Percentage Continuing Education



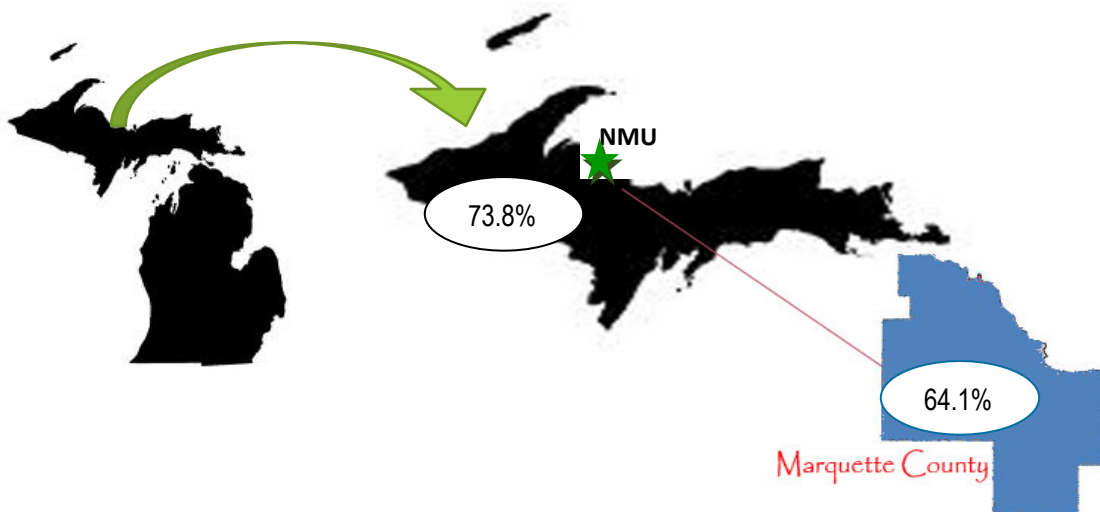
## Geographic Location:

Michigan remains the state of choice for those indicating that they are employed. A total of **84.1%** of graduates from the College of Arts and Sciences who indicated that they are employed reported that they are employed in Michigan.

Degree	% Indicating Employment in MI	% Indicating Employment Outside MI
Baccalaureate Degree	81.5%	18.5%
Grad Degree	100.0%	0.0%
Non-Baccalaureate Program	83.3%	16.7%
<b>College TOTAL</b>	<b>84.1%</b>	<b>15.9%</b>



Of the **50.9%** of NMU grads from the College of Arts and Sciences that are employed, **73.8%** work in the Upper Peninsula while **64.1%** of employed graduates work in Marquette County.



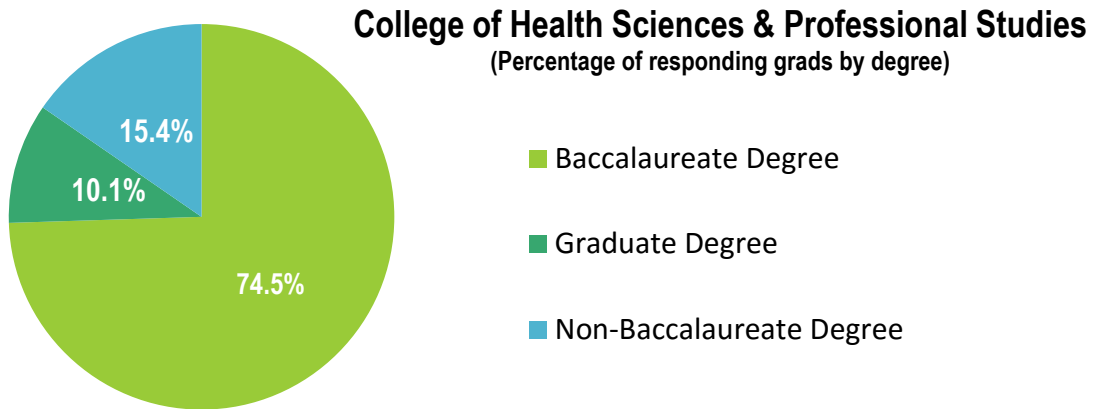
**RESULTS: COLLEGE OF HEALTH SCIENCES & PROFESSIONAL STUDIES**  
Fall 2017 & May 2018 Commencement Ceremonies

666 Graduates

351 Respondants

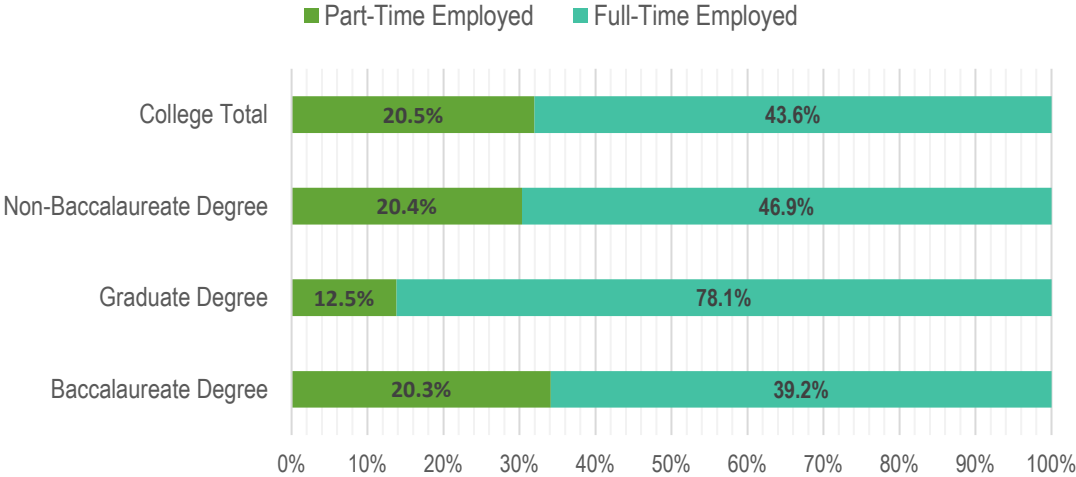
52.7% Response Rate

IRPA collected data from **351** of the **666** graduating students who received a bachelor's, graduate or non-baccalaureate degree from the College of Health Sciences & Professional Studies for the specified timeframe. The response rate for the College of Health Sciences & Professional Studies was **52.7%**.



# Employed: 64.1%

As the report illustrates, those responding to the survey indicate a very positive employment rate. While reviewing the following, note that the percentage employed combines those who indicate they are employed full-time and those indicating part-time employment.

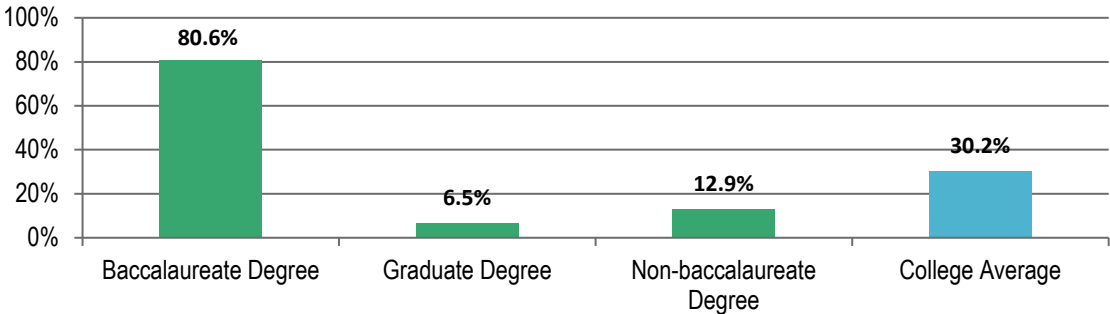


*It should also be noted that “Employed” and “Continuing Education” are not mutually exclusive choices for the respondent. For example, one can be counted twice - once for indicating that they are employed and once for indicating that they are (at the same time) continuing their education.*

# Continuing Education: 30.2%

A total of 106 students reported that they would be continuing their education either part-time or full-time beyond graduation.

## Percentage Continuing Education



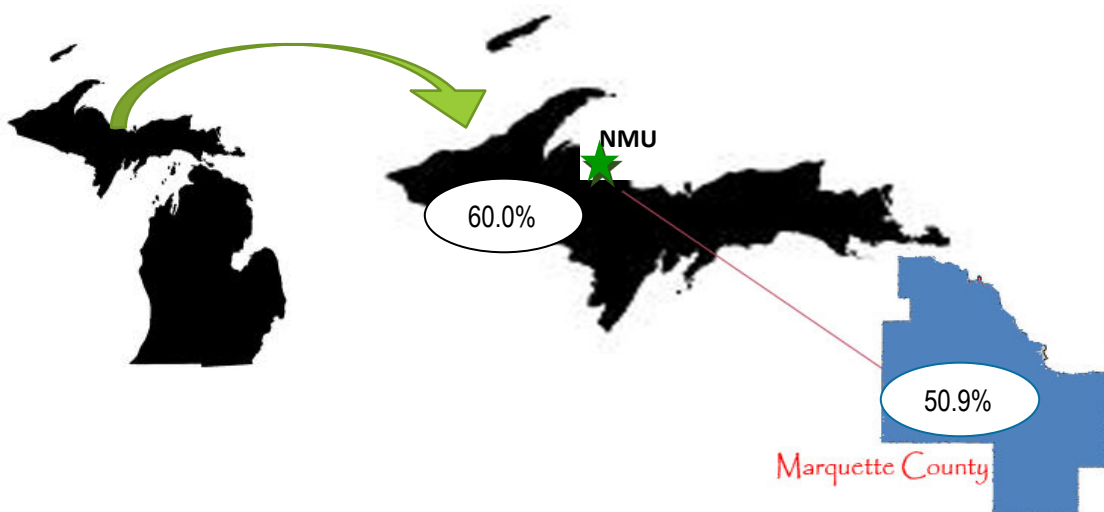
## Geographic Location:

Michigan remains the state of choice for those indicating that they are employed. A total of **79.3%** of graduates from the College of Health Sciences & Professional Studies who indicated that they are employed reported that they are employed in Michigan.

Degree	% Indicating Employment in MI	% Indicating Employment Outside MI
Baccalaureate Degree	76.7%	23.3%
Graduate Degree	89.3%	10.7%
Non-Baccalaureate Program	80.7%	19.4%
<b>College TOTAL</b>	<b>79.3%</b>	<b>20.7%</b>



Of the **64.1%** of NMU grads from the College of Health Sciences & Professional Studies that are employed, **60.0%** work in the Upper Peninsula while **50.9%** of employed graduates work in Marquette County.

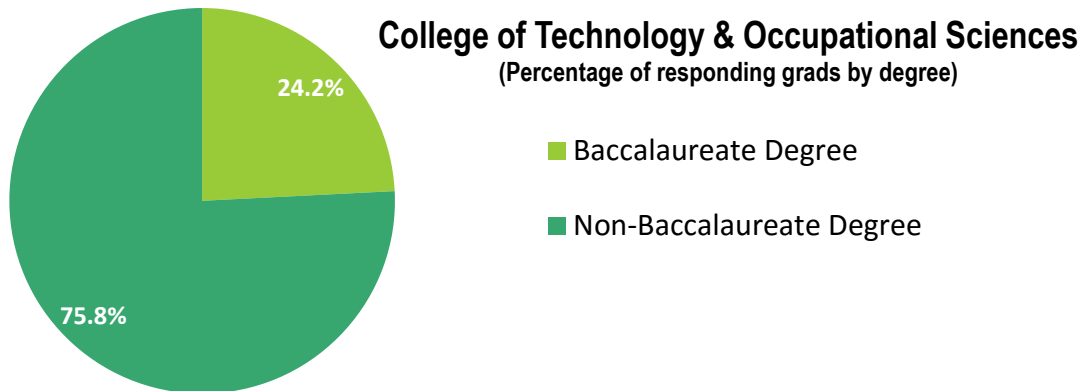


## RESULTS: COLLEGE OF TECHNOLOGY AND OCCUPATIONAL SCIENCES

### Fall 2017 & May 2018 Commencement Ceremonies



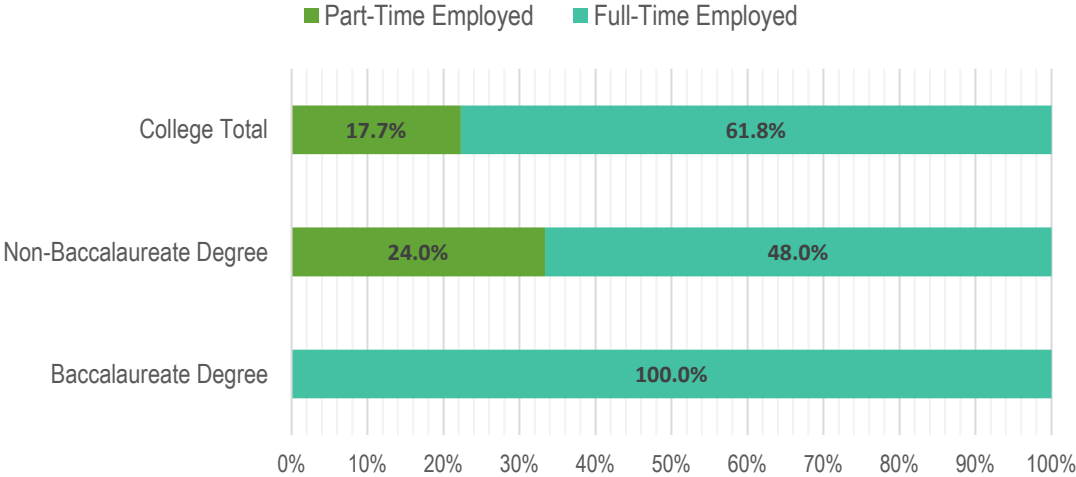
IRPA collected data from **34** of the **126** graduating students who received a bachelor's, graduate or non-baccalaureate degree from the College of Technology and Occupational Sciences for the specified timeframe. The average response rate for the College of Technology and Occupational Sciences was **27.0%**.





**Employed: 79.4%**

As the report illustrates, those responding to the survey indicate a very positive employment rate. While reviewing the following, note that the percentage employed combines those who indicate they are employed full-time and those indicating part-time employment.

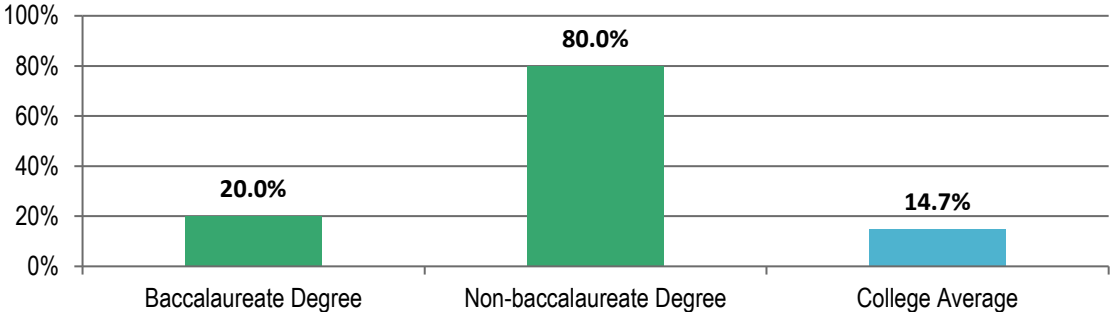


*It should also be noted that “Employed” and “Continuing Education” are not mutually exclusive choices for the respondent. For example, one can be counted twice - once for indicating that they are employed and once for indicating that they are (at the same time) continuing their education.*

**Continuing Education: 14.7%**

A total of 5 students reported that they would be continuing their education either part-time or full-time beyond graduation.

**Percentage Continuing Education**



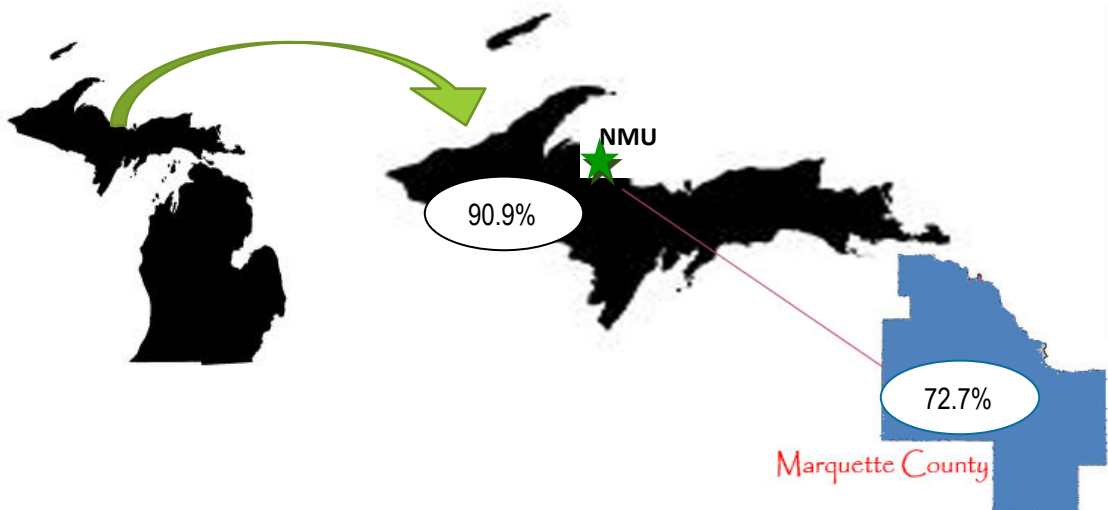
## Geographic Location:

Michigan remains the state of choice for those indicating that they are employed. A total of **88.0%** of graduates from the College of Technology and Occupational Sciences who indicated that they are employed reported that they are employed in Michigan.

Degree	% Indicating Employment in MI	% Indicating Employment Outside MI
Baccalaureate Degree	87.5%	12.5%
Non-Baccalaureate Program	87.5%	12.5%
<b>College TOTAL</b>	<b>88.0%</b>	<b>12.0%</b>



Of the **79.4%** of NMU grads from the College of Technology and Occupational Sciences that are employed, **90.9%** work in the Upper Peninsula while **72.7%** of employed graduates work in Marquette County.



## **APPENDIX A: DEPARTMENTS REPRESENTED IN EACH COLLEGE**

### **College of Arts & Sciences**

- School of Art and Design
- Biology
- Chemistry
- Communication and Performance Studies
- Earth, Environmental and Geographical Sciences
- Economics
- English
- History
- Modern Languages and Literatures
- Mathematics and Computer Science
- Music
- Philosophy
- Physics
- Political Science
- Psychology
- Sociology and Anthropology
- Center for Economic Education and Entrepreneurship
- Center for Native American Studies
- Center for Upper Peninsula Studies

### **Walker L. Cisler College of Business**

### **College of Health Sciences and Professional Studies**

- School of Nursing
- School of Education, Leadership and Public Service
- Clinical Sciences
- Criminal Justice
- Engineering Technology
- School of Health and Human Performance
- Military Science
- Social Work
- Seaborg Center

### **College of Technology and Occupational Sciences**

## APPENDIX B: MAJORS REPRESENTED IN EACH DEGREE TYPE

[Non-Baccalaureate Degrees][Bachelor's Degrees][Graduate Degrees]

### NON-BACCALAUREATE DEGREES

#### **Associate Degree**

- Art and Design Major
- Automotive Service Technology
- Aviation Maintenance Technology
- Building Technology
- Climate Control Technology
- Clinical Laboratory Technology
- Computer Numerical Control Technology
- Criminal Justice
- Electrical Technology
- Engineering Design
- General Business
- General University Studies
- Health Information Processing
- Hospitality Management
- Industrial Maintenance Technology
- Information Systems
- Insurance
- Law Enforcement
- Liberal Arts and Sciences
- Office Information Assistant
- Paralegal
- Radiography
- Respiratory Therapy
- Surgical Technology

#### **Certificates**

- Advanced Law Enforcement
- Assistant Behavior Analyst
- Automotive Maintenance
- Aviation Maintenance Technology
- Clinical Assistant
- Computer Numerical Control Technician
- Cosmetology Certificate
- Cosmetology Instructor
- Deaf Studies
- Electrical Line Technician
- Esthetics
- Geographic Information Systems
- Heating, Ventilation, Air Conditioning and Refrigeration (HVACR)
- Industrial Maintenance
- Local Corrections
- Manicure
- Manufacturing Production Technician
- Office Services
- Post-Baccalaureate Paralegal
- Practical Nursing
- Welding
- Wildland Firefighting

### BACHELOR DEGREES

- Accounting
- Accounting/Corporate Finance
- Accounting/Information Systems
- Anthropology
- Applied Workplace Leadership
- Art and Design Education
- Art and Design (BS or BA)
- Art and Design (BFA)
- Biochemistry
- Biology
- Biology-Botany Concentration
- Biology-Ecology Concentration
- Biology-General Biology Concentration
- Biology-Microbiology Concentration
- Biology-Physiology Concentration
- Biology-Zoology Concentration
- Chemistry (ACS Certified)
- Clinical Health Science
- Clinical Laboratory Science
- CLS Concentration: Anatomic Pathology
- CLS Concentration: Clinical Systems Analyst
- CLS Concentration: Diagnostic Genetics
- CLS Concentration: Laboratory Medicine
- CLS Concentration: Microbiology
- CLS Concentration: Science Technologist
- Communication Studies
- Community Health Education
- Computer Science

- Construction Management
- Criminal Justice
- Earth Science
- Economics
- Electronics Engineering Technology
- Elementary Education-Two Minors
- Elementary Education-Integrated Science
- Elementary Education-Language Arts
- Elementary Education: Mathematics
- Elementary Education: Social Studies
- Elementary Education: Special Education
- Embedded Systems
- English
- English Graduate Bound
- English Writing
- Entrepreneurship
- Environmental Science
- Environmental Studies and Sustainability
- Finance and Risk Management
- Fisheries and Wildlife Management
- Forensic Biochemistry
- French
- Geomatics
- German Studies
- History
- Hospitality and Tourism Management
- Individually Created Programs (ICP)  
Individualized Studies
- Industrial Technologies
- Information Assurance/Cyber Defense
- Information Systems
- Integrated Science: Biology Minor (Option I)
- Integrated Science: Chemistry Minor (Option II)
- Integrated Science: Earth Science Minor (Option III)
- Integrated Science: Physics Minor (Option IV)
- International Studies
- Liberal Arts and Sciences-Option 1
- Liberal Arts and Sciences-Option 2
- Loss Prevention Management
- Management
- Management of Health and Fitness
- Marketing
- Mathematics
- Mechanical Engineering Technology
- Medicinal Plant Chemistry
- Mobile & Web Application Development
- Multimedia Journalism
- Multimedia Production
- Music
- Native American Studies
- Neuroscience
- Nursing
- Outdoor Recreation Leadership and Management
- Paralegal
- Philosophy
- Physical Education/Coaching
- Physics
- Political Science
- Pre-Chiropractic
- Pre-Clinical Psychology
- Pre-Dental
- Pre-Engineering
- Pre-Law
- Pre-Medical
- Pre-Optometry
- Pre-Pharmacy
- Pre-Physical Therapy
- Pre-Physician Assistant
- Pre-Veterinary Medicine
- Psychology
- Psychology/Behavior Analysis
- Public Relations
- RN to Baccalaureate Nursing
- Secondary Education Biology
- Secondary Education Chemistry
- Secondary Education Earth Science
- Secondary Education English
- Secondary Education French
- Secondary Education Geography
- Secondary Education History
- Secondary Education Industrial Technology
- Secondary Education Integrated Science
- Secondary Education Mathematics
- Secondary Education Music
- Secondary Education Physical Education
- Secondary Education Physics
- Secondary Education Political Science
- Secondary Education Social Studies
- Secondary Education Spanish
- Secondary Education Special Education
- Ski Area Business Management
- Social Work
- Sociology
- Spanish
- Speech, Language and Hearing Sciences
- Sports Science
- Theatre and Entertainment Arts

## GRADUATE DEGREES

### Doctor of Nursing Practice

Family Nurse Practitioner (FNP) – BSN to DNP

Family Nurse Practitioner (FNP) – MSN to DNP

### Education Specialist

Administration and Supervision

### Master of Fine Arts

Creative Writing

### Master of Arts

Arts and Sciences

English

Higher Education in Student Affairs

### Master of Arts in Education

Educational Administration: Administration and Supervision

Educational Administration: American Indian Education Administration and Supervision

Educational Instruction

Learning Disabilities

Reading K-8

Reading Specialist K-12

### Master of Public Administration

Public Administration

### Master of Business Administration

Business Administration

### Master of Science

Applied Behavior Analysis

Arts and Sciences

Biology

Clinical Molecular Genetics-Track 1: Clinical Molecular Genetics

Clinical Molecular Genetics-Tracks 2: Clinical Molecular Laboratory Education Track

Criminal Justice (currently suspended)

Exercise Science

Higher Education and Student Affairs (Political Science beginning 2017-2018)

Integrated Biosciences

Postsecondary Biology Education

Psychological Science

Psychology – Training & Performance Improvement (currently suspended)