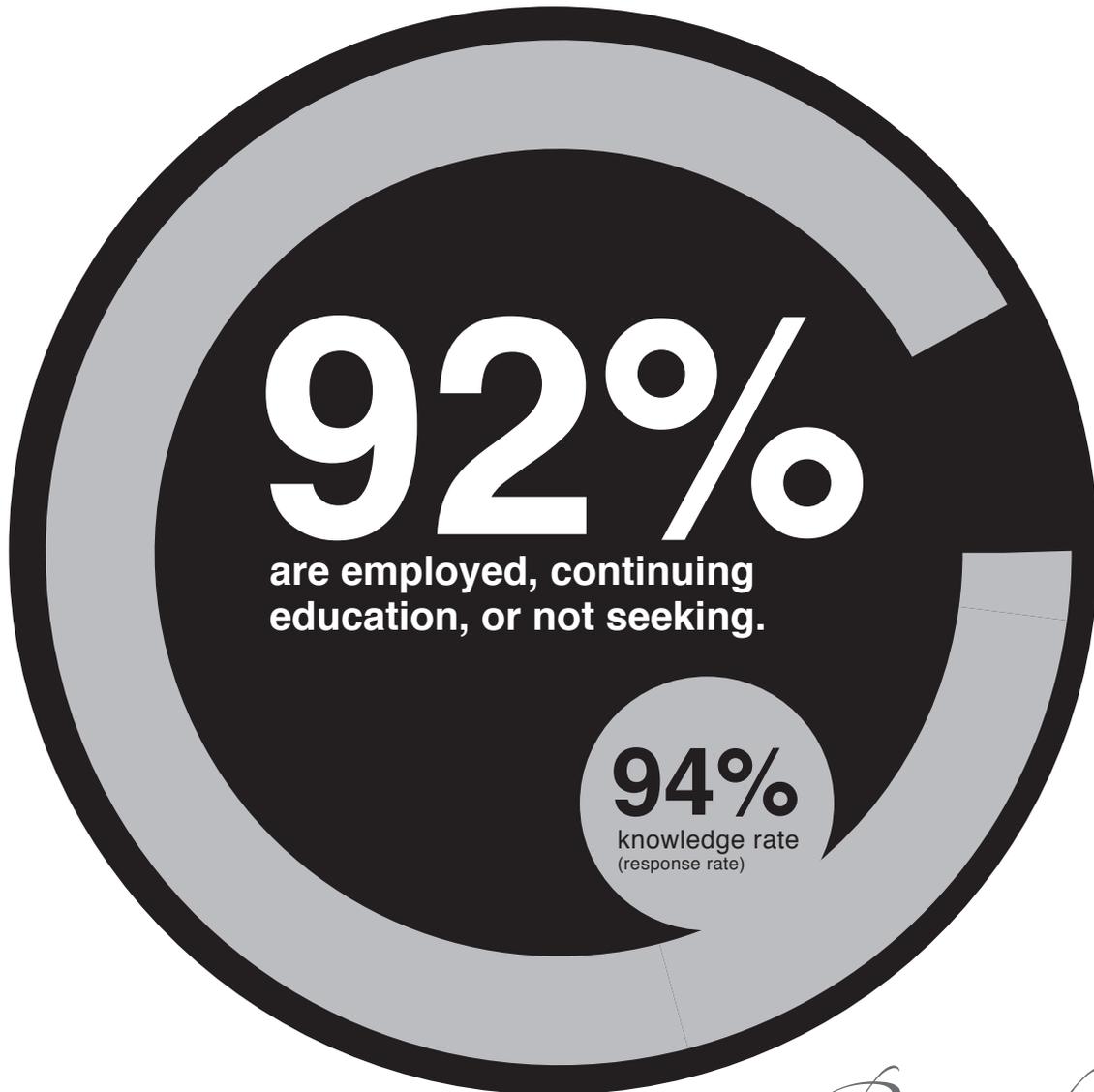


2012-2013 GRADUATES  
**FIRST DESTINATION STUDY**



*Beyond*  
**BRADLEY**  
SMITH CAREER CENTER

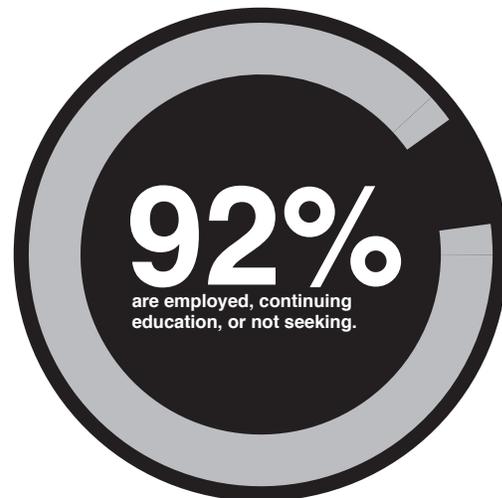
Joe Battelline – Assistant Director • Judy Brown – Administrative Support • Jessica Curran – Administrative Support • Molly Drenckpohl – Associate Director of the Springer Center for Excellence in Internships • Kim Dunn – Assistant Director • Ken Harding – Director of Employer Testing • Lisa Hinthorn – Administrative Support • Dawn Koeltzow – Director of the Springer Center for Excellence in Internships • Cody Maddock – Graduate Assistant of the Smith Career Center • Sandy McDermott – Director of Employer Services • Jayshree Panchal-McKechnie – Assistant Director and Career Counselor • Luan Railsback – Administrative Support • Colleen Ricca – Administrative Support • Diane Rigley, Ph. D. – Director of Research for Student Affairs • Rick Smith, Ph.D. – Director of Career Development • Brett Williams – Graduate Assistant of the Springer Center for Excellence in Internships

Jon C. Neidy – Interim Executive Director

# FIRST DESTINATION STUDY EXECUTIVE SUMMARY

**96%**  
USED THE  
SERVICES  
of the SMITH  
CAREER  
CENTER

**1,175**  
*under*  
**GRADUATES**  
*knowledge rate = 1100*



**96%** PARTICIPATED IN  
**EXPERIENTIAL  
LEARNING**

*94% knowledge rate*

**416**

organizations  
attended our  
*career fairs*  
compared to  
a peer group  
average of  
365

California • Colorado • Florida • Georgia • Indiana  
Iowa • Michigan • Missouri • Ohio • Texas • Wisconsin  
*States other than Illinois with 5 or more graduates employed*

## TOP 15 EMPLOYERS

Caterpillar Inc. • OSF Saint Francis Medical Center • Peoria Public School District 150  
UnityPoint Health - Methodist • Enterprise Rent-A-Car Company  
HNI Corporation • PhysAssist Scribes, Inc. • State Farm Insurance  
The Walt Disney Company • AFN, LLC • AT&T • Deere & Company  
Illinois Department of Transportation • McGladrey LLP • OSF Saint Anthony Medical Center

## GRADUATE STUDENTS



*81% knowledge rate*

### TOP 5 EMPLOYERS

Bradley University  
Caterpillar Inc.  
Children's Home Association of Illinois  
OSF Saint Francis Medical Center  
Peoria Public School District 150

## STUDENT ATHLETES



*97% knowledge rate*

## **EXECUTIVE SUMMARY**

### **Scope and Methodology**

This report includes data about the August 2012, December 2012, and May 2013 Bradley University undergraduate and graduate degree recipients. The study utilizes data from 94% of all Bachelor's degree recipients and 83% of all advanced degree recipients. Data was collected via graduation fair surveys, online surveys, telephone and email solicitations, alumni records, social media research, and input from faculty, staff, and employers. Data collection began in August 2012 and concluded in December 2013.

### **Placement and Knowledge Rate**

The Bradley University placement rate for the 2012-2013 undergraduate graduating class is 92%. This is greater than our five year average of 91%. The term "placement rate" is calculated by dividing the number of students who are employed, continuing their education, or pursuing neither of those options after graduation by the total number of students about whom we have information. We successfully contacted, surveyed, and/or researched 1,100 of those graduates which resulted in a 94% knowledge rate. The term "knowledge rate" defines the percent of graduates for which we have reasonable and verifiable information concerning the graduates' post-graduation career activities. This knowledge rate is considerably higher than the proposed national minimum knowledge rate of 65%.

### **Students**

Ninety six percent of this graduating class used the services of the Smith Career Center while attending Bradley University. We provided 198 workshops for all students and 126 presentations to classes and groups during the 2012-2013 Academic year. Career Advisors met one-on-one with 1,904 students (unique contacts) for a total of 3,875 appointments during the Academic year via appointments (scheduled and walk-in), phone, and in depth emails. The Smith Career Center remained a top source of job leads for accepted positions when students utilized resources such as internships, job fairs, eRecruiting, and other web-based tools.

### **Experiential Learning**

The Bradley University experiential learning rate for the 2012-2013 graduating class is 96%. This was calculated by tracking students' participation in practical application opportunities such as: internships, co-ops, practica, study abroad, faculty-led research/projects, student organization leadership, and capstone/senior projects. For experiential learning, internships play a significant part. Of the 1,175 graduates, 84% (988) had a career-related experience, such as an internship. Graduates with experiential learning achieve a higher placement rate. Graduates with experiential learning had a 92% placement rate; graduates without experiential learning had an 81% placement rate.

### **Employers**

Bachelor's degree graduates were employed with 541 different employers in 31 states and 6 countries. The diversity found within this group is a benefit for our students. 416 different organizations attended our 2012-2013 job fairs. This compares favorably with our identified peer institutions that averaged 365 different organizations. Employers with a strong recruiting presence on campus include: AFN, LLC; American Red Cross; Auto-Owners Insurance Company; Caterpillar Inc.; CliftonLarsonAllen LLP; Exelon Corporation; Lend Lease, Inc.; NBC Universal Inc./The Olympics, New York & London; OSF Healthcare System; and PricewaterhouseCoopers LLC (PwC).

### **Standards and Protocols**

The National Association of Colleges and Employers (NACE) is the preeminent national organization focused on the employment of the college educated. As such, it has a singular responsibility to the profession and the public to provide thought leadership on the relevant issues and trends affecting the college educated work force. The terminology, standards, and protocols proposed by NACE are utilized throughout this study.