93% of baccalaureate graduates are employed, continuing their education, or have other intentions.
2013 - 2014 BACCALAUREATE GRADUATES

FIRST DESTINATION STUDY
EXECUTIVE SUMMARY

1,129
BACCALAUREATE GRADUATES
knowledge of 1,068

98%
used the services of the SMITH CAREER CENTER

94%
participated in EXPERIENTIAL LEARNING

74% Employed
16% Continuing Education
3% Other Intentions
7% Still Seeking

584
EMPLOYERS
hired our 2013 - 2014 baccalaureate graduates

across 39 states
and 7 countries
2013 - 2014 BACCALAUREATE GRADUATES

FOSTER COLLEGE OF BUSINESS

CAREER OUTCOME HIGHLIGHTS: Student success has extended far beyond Bradley University. Graduates are now working or continuing their education within 32 different cities and states outside of Illinois. Of Graduates who obtained full-time employment after graduation, 98% had utilized the Smith Career Center's resources, services or events. The diversity within employer recruitment is strong. Those graduates who are now employed full-time are dispersed across 124 organizations.

SLANE COLLEGE OF COMMUNICATIONS & FINE ARTS

CAREER OUTCOME HIGHLIGHTS: Career outcomes increased by 4% this year. Graduates are working or continuing their education in 18 different states with over 160 companies. Illinois, Wisconsin and California are among the highest. 95% of students participated in some type of experiential learning while at Bradley University.

COLLEGE OF EDUCATION & HEALTH SCIENCES

CAREER OUTCOME HIGHLIGHTS: The knowledge rate increased by 5% and career outcomes increased by 8% from 2012-2013. Graduates are either employed or continuing education in 25 states. 93% of students participated in some type of experiential learning while at Bradley University.

CATERPILLAR COLLEGE OF ENGINEERING & TECHNOLOGY

CAREER OUTCOME HIGHLIGHTS: The diversity within employer recruitment strong. Graduates who are employed full-time are dispersed across 128 organizations. Of Graduates who obtained full-time employment after graduation, 98% had utilized the Smith Career Center's resources, services or events. Manufacturing was again the leading industry of choice. However, growing numbers accepted roles in other industries including consulting, defense, engineering services, construction, health care, transportation, logistics, and energy.

COLLEGE OF LIBERAL ARTS & SCIENCES

CAREER OUTCOME HIGHLIGHTS: 68 (29%) indicated that they are continuing their education in one of nine different degree levels (i.e., MS, MBA, JD, MD, PhD, etc.) at 39 different schools in 13 states. Graduates are working in 16 different states and two countries (Hungary and Slovakia). The states with the largest number include Illinois (92), Missouri (5), California (4), and Texas (3). Of those who reported outcomes, 88% had used the services of the Smith Career Center, of those continuing their education, 94% used the SCC.

(Due to rounding, the % Career Outcomes does not always equal 100%.)
99% of masters and doctoral graduates are employed, continuing their education, or have other intentions.

90% Knowledge Rate

Salary Offers Range: $20,800 - $120,640

136 employers hired our 2013-2014 masters & doctoral graduates across 19 states and 1 country.

96% Employed
1% Other Intentions
2% Continuing Education
1% Still Seeking
EXECUTIVE SUMMARY

Scope and Methodology
This report includes data about the August 2013, December 2013, and May 2014 Bradley University baccalaureate and graduate degree recipients. The study utilizes data from 95% of all baccalaureate degree recipients and 90% 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 2013 and concluded in December 2014.

Career Outcomes and Knowledge Rate
The Bradley University career outcomes rate for the 2013-2014 baccalaureate graduating class is 93%. This is greater than our five year average of 92% and greater than our 2012-2013 career outcomes rate of 92%. The career outcomes rate for 2013-2014 advanced degree graduates is 99%. The career outcomes rate is calculated by dividing the number of students who are employed, continuing their education, or who have other intentions by the total number of students about whom we have information. We successfully contacted, surveyed, and/or researched 1,068 of our baccalaureate graduates which resulted in a 95% knowledge rate. The knowledge rate for 2013-2014 advanced degree graduates is 90%. The term “knowledge rate” defines the percentage of graduates for whom we have reasonable and verifiable information concerning the graduates’ post-graduation career activities. Our knowledge rate is considerably higher than the national recommended minimum knowledge rate of 65%.

Smith Career Center
Ninety eight percent of the reporting baccalaureate graduates used the services of the Smith Career Center while attending Bradley University. In 2013-2014 we provided 215 workshops for all students and 56 presentations to classes. Career Advisors met one-on-one with 1,309 students (unique contacts) for a total of 3,012 appointments. The Smith Career Center remained a top source of job leads for accepted positions when students utilized resources such as internships, job fairs, and eRecruiting.

Experiential Learning
The Bradley University experiential learning rate for the 2013-2014 graduating class is 94%. 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 1,129 graduates, 77% (871) had a career-related experience, such as an internship.

Employers
Baccalaureate degree graduates were employed with 590 different employers in 39 states and 7 countries. The diversity found within this group is a benefit for our students. Employers with a strong recruiting presence on campus include: Caterpillar Inc.; Deere & Company; McCarthy Building Companies; OSF Saint Francis Medical Center; PhysAssist Scribes; Red Frog Events; RLI Corporation; Silver Oaks Communications; Teach for America; U.S. Peace Corps; and United Airlines.

Standards and Protocols
The terminology, standards, and protocols of the National Association of Colleges and Employers (NACE) are utilized throughout this study. NACE is the preeminent national organization focused on the employment of the college educated.