

# Executive Summary

William Jewell College First-Destination Survey 2023

*Prepared by*

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The 2023 First-Destination Survey was administered from October 2023 through January 2024. For this survey, the 2023 graduating class is defined as those who graduated in December 2022, May 2023, and July 2023. A Survey Monkey online questionnaire sent via email was the primary method of contact. Additionally, phone calls, social media contacts, text messages, and faculty contacts were made in an attempt to secure accurate email addresses and core graduate data. Several attempts were made with non-responders to achieve an 82% knowledge rate that includes a 43% survey response rate. Similar to previous reports, below are the definitions that are used in this report and also are aligned with the Standards and Protocols of the National Association of Colleges and Employers (NACE).

- Knowledge Rate – Percent of graduates for which the institution has reasonable and verifiable information concerning the graduates' basic post-graduation career activities. This reflects the approach of going beyond simply relying on a survey for obtaining outcomes information.
- Career Outcome Rate – Percent of graduates who are engaged in a career outcome, which includes both full- and part-time work, as well as engagement in a program of continuing education.

The data is presented in spreadsheet and summary format. Spreadsheet format displays data sorted by tabs into categories: alpha, major, employer, institution, job hunters, address, comments, internships, and no response.

## Trends

For 2023 graduates, the career outcome rate continues to be in the upper nineties – this year 98.7%. A majority of graduates (75%) are employed full time within 6-9 months of graduation and 19% are enrolled in graduate school full and part time. Graduates' job satisfaction continues to be above 85%, with this year being 94%. Graduates' perception that their job relates to their academic major continues to be above 75%, with this year being 89%. Students in graduate programs also rate their satisfaction high, this year, for the 2<sup>nd</sup> year in a row, at 100%. For those employed, 79% are working in-person, 18% are working hybrid, and 3% are working remotely. For those in graduate school, 81% are taking classes face-to-face, 6% remote, and 13% hybrid. Many of the positions graduates obtained align with the region's top employing and largest growth industries as listed in the Department of Higher Education and Workforce Development 2023 Economic Report for the KC region.

Additionally, graduates continue to report preparedness for critical thinking and problem solving. 94% reported that their jobs required them to use specific critical thinking skills (whose job was their primary career outcome). 89% reported being "very prepared" or "prepared" to perform the critical thinking required for their jobs. 92% reported being "very prepared" or "prepared" to problem solve in their workplace. If looking at this critical thinking figure for all responders, not simply ones whose job was their primary

career outcome, 91% reported being “very prepared or “prepared” to perform the critical thinking required for their jobs.

### Variations

The average salary of Jewell students is \$58,103. Fluctuation with starting salaries at Jewell can be noted from year to year. Of the 14% of respondents who consider themselves to be job hunters, all of them but 2 have jobs or are enrolled in graduate school, and several of them reported satisfaction with their outcomes.

### Caution

Data confidence depends on the knowledge rate and survey response rates. Motivating students to complete online surveys via email requires accurate email addresses, frequent reminders, resourcefulness in approach and ability to motivate the potential respondent. According to NACE, “Institutions should strive for a minimum knowledge rate of 65 percent.” This year’s knowledge rate of 82% provides some confidence in drawing sound assumptions and generalizations with regards to the core graduate data. The knowledge rate is most valuable for the most basic question of placement. The survey response rate is more valuable for the more detailed questions. Although substantial effort was made to secure viable email addresses, it is possible that non-responders comprise a significant group, which would impact conclusions.

### Conclusion

The first-destination results present an early snapshot of career/income outcomes for graduates in an extremely fast changing world of work. This year’s first-destination graduate survey results continue to show the high career outcome and satisfaction rates consistent with past years. The data indicates that the 2023 graduating class has successfully navigated their year after Jewell.

### Comparison Chart

Below are some comparative figures for the period of 2018 to 2023.

YEAR	2023	2022	2021	2020	2019	2018
Knowledge Rate	82%	87%	85%	88%	87%	84%
Survey Response Rate	43%	47%	43%	54%	48%	43%
Career Outcome Rate*	98.7%	98.8%	99.4%	99%	99.07%	99.1%
Av. Starting Salary (FT)	\$58,103	\$52,189	\$55,302	\$46,859	\$45,309	\$40,284
Internships at Jewell	63%	67%	61%	56%	64.4%	69.2%
Employed	78%	84%	78%	85%	88.1%	88%
Employed FT	75%	77%	75%	72%	77.1%	76.9%
Employed PT	4%	6%	3%	12%	11%	11.1%
Grad School	19%	19%	29%	27%	24.6%	21.3%
Grad School FT	18%	14%	23%	25%	21.2%	16.2%
Grad School PT	1%	4%	6%	2%	3.4%	5.1%
Grad School Acceptance Pending	14%	19%	12%	13%	8.8%	26.5%
Grad School Acceptance Rate	96%	91%	100%	95%	100%	93.3%
Job Hunting	14%	18%	12%	8%	11%	16.2%

\*Based on Knowledge Rate

Note: All other figures are based on survey response rate