

Executive Summary

William Jewell College First-Destination Survey 2024

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The 2024 First-Destination Survey was administered from October 2024 through January 2025. For this survey, the 2024 graduating class is defined as those who graduated in December 2023, May 2024, and July 2024. 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 a 79% knowledge rate that includes a 42% 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 2024 graduates, the career outcome rate continues to be in the upper nineties – this year 99.3%. A majority of graduates (70%) are employed within 6-9 months of graduation and 30% are enrolled in graduate school. Graduates' job satisfaction continues to be above 85%, with this year being 88%. Graduates' perception that their job relates to their academic major continues to be above 75%, with this year being 79%. Students in graduate programs also rate their satisfaction high, this year, for the 3rd year in a row, at 100%. For those employed, 79% are working in-person, 21% are working hybrid, and 0% are working remotely. The percentage for hybrid, in particular, has increased gradually over the past 4 years, which aligns with the trend that recent NACE research has found that “hybrid work is here to stay” and “employers are expecting about half of their workforce to be 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 2024 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). 92% reported being “very prepared” or “prepared” to perform the critical thinking required for their jobs. 96% 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, 93% (57/61) reported being “very prepared” or “prepared” to perform the critical thinking required for their jobs. Often, these skills are expressed, not only after a graduate is hired, but also before, as new graduates are in a hiring environment that is described by NACE as increasingly using skill-based hiring practices.

Variations

The average salary of Jewell students is \$58,721. Fluctuation with starting salaries at Jewell can be noted from year to year. Of the 11% of respondents who consider themselves to be job hunters, all of them who filled out the survey have jobs or are enrolled in graduate school.

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 79% 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 show an early glimpse of career/income outcomes in an extremely fast changing environment. This year’s first-destination results continue to show the high career outcome and satisfaction rates consistent with past years. The data indicates that the 2024 graduating class has successfully navigated their year after Jewell.

Comparison Chart

Below are some comparative figures for the period of 2019 to 2024.

YEAR	2024	2023	2022	2021	2020	2019
Knowledge Rate	79%	82%	87%	85%	88%	87%
Survey Response Rate	42%	43%	47%	43%	54%	48%
Career Outcome Rate*	99.3%	98.7%	98.8%	99.4%	99%	99.07%
Av. Starting Salary (FT)	\$58,721	\$58,103	\$52,189	\$55,302	\$46,859	\$45,309
Internships at Jewell	73%	63%	67%	61%	56%	64.4%
Employed	70%	78%	84%	78%	85%	88.1%
Employed FT	62%	75%	77%	75%	72%	77.1%
Employed PT	8%	4%	6%	3%	12%	11%
Grad School	30%	19%	19%	29%	27%	24.6%
Grad School FT	30%	18%	14%	23%	25%	21.2%
Grad School PT	0%	1%	4%	6%	2%	3.4%
Grad School Acceptance Pending	20%	14%	19%	12%	13%	8.8%
Grad School Acceptance Rate	100%	96%	91%	100%	95%	100%
Job Hunting	11%	14%	18%	12%	8%	11%

*Based on Knowledge Rate. Note: All other figures are based on survey response rate.