



University of California, Santa Barbara

## 2016-2017 GRADUATING SENIOR SURVEY WHERE ARE THEY GOING?

Institutional Research, Planning & Assessment  
Office of Budget and Planning

November 2017

## About the Survey

The UCSB Graduating Senior survey is part of an ongoing effort to assess the short-term impact of a UCSB undergraduate education on the achievements and opinions of exiting seniors. This survey has been administered intermittently since Spring 2002. However, since Spring 2015, the survey has been administered on a quarterly basis and an open link to the survey has been included on the graduation checklist for seniors.

The current report provides a two-year look at degree recipients from Spring 2016 to Spring 2017. Each quarter, degree candidates were extracted and invited directly via email to participate in the survey. In addition, students could take the survey via the open link provided in the graduation checklist.

A total of 2,329 graduating seniors completed the survey for an overall response rate of 26% (after accounting for bad perm numbers and duplicates). Overall, survey respondents have similar demographic characteristics to the population of all Spring 2016-2017 graduating seniors, with a few exceptions: Survey respondents are somewhat more likely to be female, have lower parent income, and higher cumulative GPA. Survey results are weighted by gender and admission status.

<b>Demographic Characteristics (Unweighted)</b>					
<b>Survey: n = 2,329;</b>					
<b>Population of Spring 2016 to Spring 2017 Degree Candidates: n = 8,922</b>					
	<u>Survey</u>	<u>Population</u>		<u>Survey</u>	<u>Population</u>
<u>Gender</u>			<u>Admission Status</u>		
Male	42%	47%	Freshman	75%	74%
Female	<b>58%</b>	53%	Transfer Student	25%	26%
<u>Ethnicity</u>			<u>Division</u>		
Caucasian	38%	38%	Math & Sciences	38%	39%
URM	26%	28%	Social Sciences	36%	38%
Asian	27%	25%	Hum. & Fine Arts	15%	15%
Other / Unknown	8%	9%	Engineering	7%	7%
<u>Parent Income</u>	\$70,000	<b>\$75,000</b>	Creative Studies	3%	2%
<u>SAT Scores</u>			<u>Double Major</u>	11%	10%
Composite	1840	1841	<u>Cumulative GPA</u>	<b>3.28</b>	3.20
Reading	600	592			
Math	627	624			
Writing	613	606			
<u>Degree Cohort</u>	<u>Survey</u>	<u>Population</u>	<u>Response Rate</u>		
Spring 2016	1,043	3,262	32%		
Summer, Fall, Winter	516	2,294	22%		
Spring 2017	770	3,366	23%		

## Employment Plans After Graduation

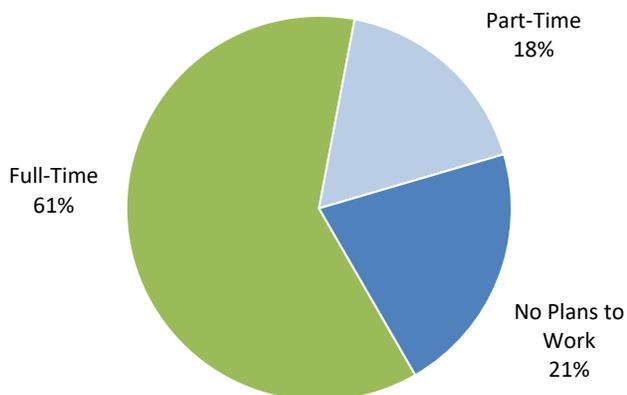
One approach to evaluating institutional effectiveness involves collecting information on the trajectories and plans of students leaving the university. In this report, we summarize the planned activities of UCSB graduating seniors, with respect to employment, economic attainment, goals for post-graduate education, and self-reported satisfaction with preparation received while in college.

**61% of graduating seniors planned to work full-time after graduation, while 18% planned to work part-time.** Among those who had no plans to work, two-thirds (66%) planned to pursue further education within the next year.

**Job search** Almost half of (48%) those seeking full-time employment had been offered a position *before* graduation (up from 37% among graduating seniors three years ago in the Spring 2013 survey). Forty-one percent (41%) were searching for a position at the time of the survey, and only 11% were waiting until after graduation to begin their job search.

- Seniors who studied computer science, electrical engineering, philosophy, or economics were more likely to have been offered a position before graduation.

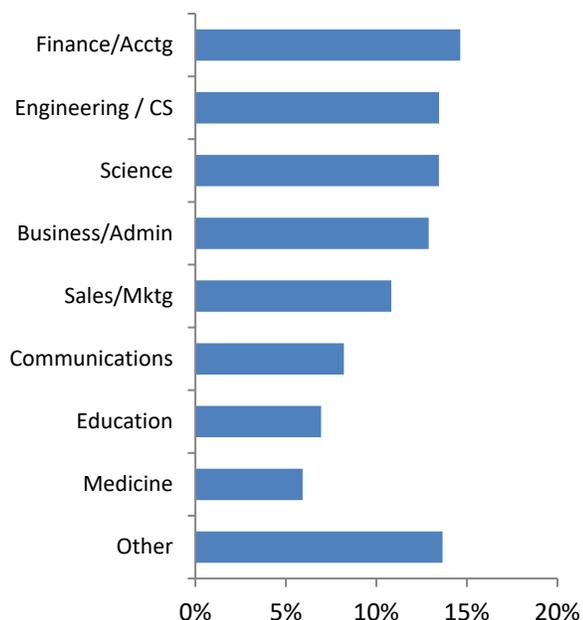
### Employment Trajectories



### Planned Field of Work

**Sector** Nearly three-fourths (74%) of graduating seniors seeking full-time employment planned to work in the private for-profit sector. An additional 15% were seeking careers in government or other public institutions, 7% in private non-profit organizations and 1% sought to be self-employed.

**Field** The most common fields of work that students planned to enter were finance / accounting (15%), engineering / computer science (13%), science (13%), business / administration (12%), and sales/marketing (11%).



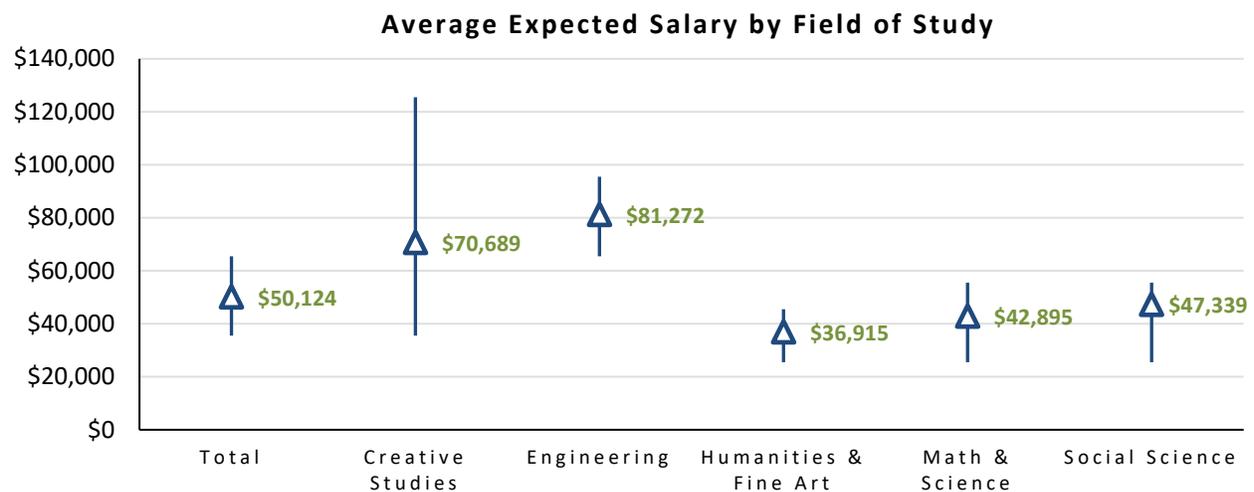
**Anticipated Salary** The average expected salary of graduating seniors seeking full-time employment was **\$50,124**. As the national economic climate has seen higher starting salaries among college graduates, there has also been an increase in the average expected salary of UCSB seniors since the 2013 graduating senior survey when the average was \$41,225. However, the number is slightly lower than the overall average starting salary reported by the National Association of Colleges and Employers (NACE) for the Class of 2016: \$52,569. [The NACE Salary Survey](#) collects actual salary data from employers, whereas our graduating senior survey uses self-reported expected salary range data.

The expected salaries among UCSB graduating seniors vary by planned field of employment:

Engineering / IT / Computer Programming .....	\$81,602
Finance / Banking / Accounting .....	\$56,408
Business / Administration .....	\$44,813
Sales / Marketing / Advertising .....	\$44,292
Science / Research .....	\$39,552
Communications / PR / Media / Journalism .....	\$36,912
Healthcare .....	\$34,302
Education .....	\$33,340
Other .....	\$36,648

- Male graduating seniors who were seeking full-time employment reported higher expected salaries than females did - \$56,728 vs. \$42,368. This is related to the different fields of employment chosen by male and female seniors - males were more likely to seek jobs in engineering and science fields, while more females planned to be employed in administrative jobs, communications fields, or education.

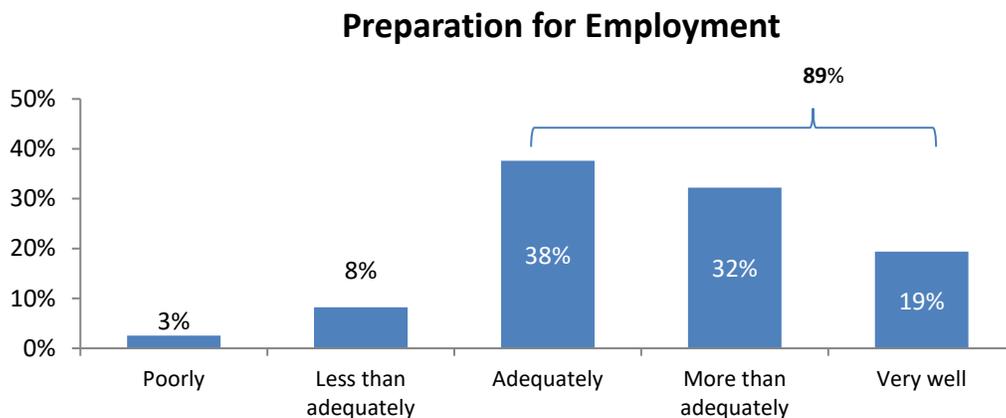
Expected salaries also vary by major field of undergraduate study. Average salaries, along with the 25<sup>th</sup> and 75<sup>th</sup> percentile are charted here by academic division.



**Location** The majority of graduating seniors who had been offered a full-time position planned to work in California (88%). **31% remain in Santa Barbara County.**

California .....	88%
Other Western US .....	3%
New York .....	2%
Other Northeastern US .....	2%
Southern US .....	1%
Midwest US .....	< 1%
International .....	4%

**Preparation** Graduating seniors generally felt prepared for the job they planned to have after graduation – **89% were “very well,” “more than adequately,” or “adequately” prepared.** The percent who felt prepared for future employment is up from 85% among graduating seniors in 2013.



- Economics (25%) and Mechanical Engineering (37%) majors stand out as feeling “very well” prepared for their job after college.

Graduating seniors also rated the preparation they received at UCSB in a variety of specific skill areas. The particular skill areas that correlated most highly with overall preparation for employment were:

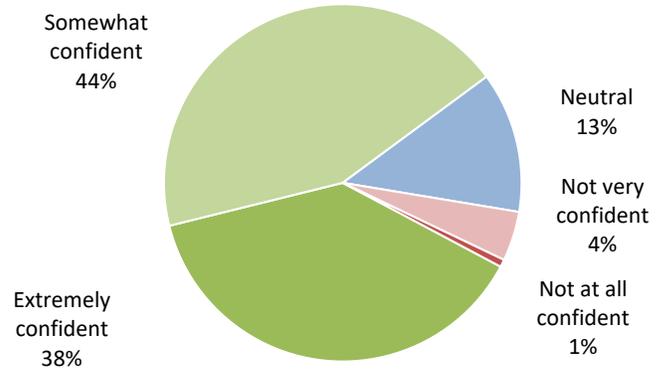
- Ability to evaluate and choose between alternative courses of action,
- Using knowledge, ideas, or perspectives gained from their major field,
- Problem solving effectively,
- Judging the value of information, ideas, actions and conclusions, and
- Understanding and applying quantitative principles and methods.

**Satisfaction** Eight out of ten graduating seniors (82%) are confident they will achieve a satisfying career.

- Electrical engineering, biology, and communication degree recipients were the most confident about their ability to have a satisfying career.

Nine out of ten seniors (90%) who had been offered a full-time position said that the job is related to their undergraduate major – 49% “highly” related, 27% “moderately” and 13% “slightly” related. The percent of seniors with job offers related to their major is up from 82% in 2013.

### Confidence in Achieving Satisfying Career



Graduating seniors who were offered a full-time position in a field that is “highly” related to their undergraduate studies tended to come from computer science, mechanical engineering, electrical engineering, computer engineering, creative studies, economics, and physics.

Unsurprisingly, those who said they were not confident that they would achieve a satisfying career were also less likely to have secured full-time employment, that their future job (if they had been offered a position) was not related to their major, and they felt less well prepared for their planned occupation. Additionally, they were also less likely to have said they would be pursuing graduate or professional school.

## Post-Graduate Education Plans

About one-third of graduating seniors (30%) planned to enroll in an advanced degree (Masters or higher), *within a year* of graduating from UCSB (up from 24% in 2013), while 81% planned to pursue an advanced degree at some point of the future.

Including credential, professional certificate, or license programs, **36% planned to pursue further education within the next year**, and 89% overall planned to pursue some form of additional education in the future.

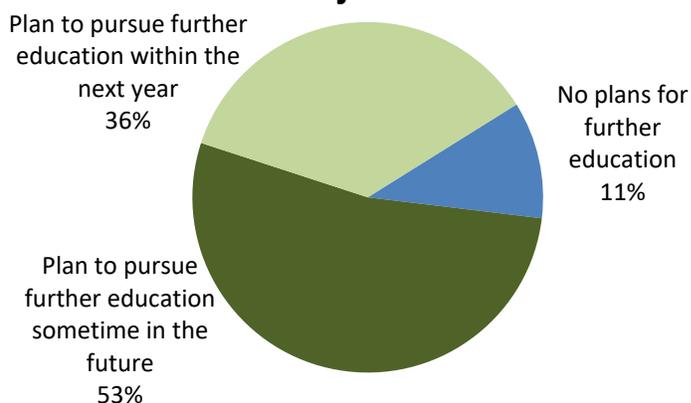
**Institution** 11% of those pursuing advanced degrees within the next year chose to remain at UCSB. Eighteen percent (18%) planned to enroll at another UC campus, 13% at a California State University, 20% were pursuing a degree at another 4-year college or university in California, 22% chose to attend an out-of-state university, and 17% are still undecided or planned to attend some other school.

- Four out of ten (40%) seniors who planned to attend graduate school had already been accepted to a program at the time of the survey.

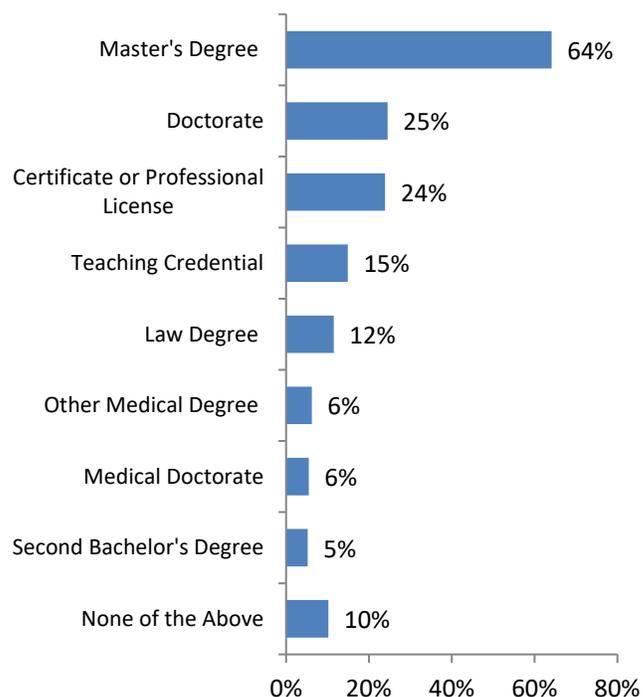
**Degree** A Master's program (54%) was the most common degree sought by graduating seniors who planned to enroll in further education within a year. Fourteen percent (14%) planned to enroll in a PhD program, 12% planned to study in a health-related field (6% in medical school and 6% pursuing another health doctorate), and 11% planned to earn a JD. Including credential and certificate programs, 12% were pursuing a teaching credential and 16% were pursuing a professional certificate or license.

Looking ahead to the future, **most seniors expected to eventually receive an advanced degree**, with a Master's being the most common (64%).

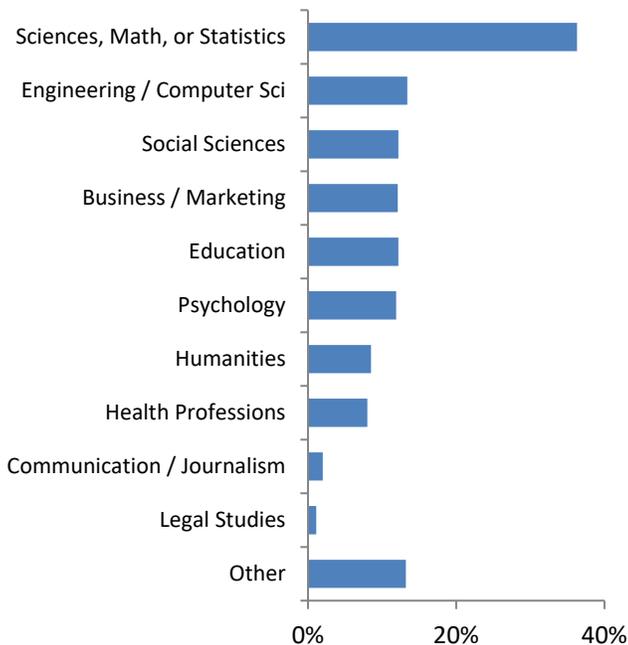
### Post-Graduate Education Trajectories



### Planned Degrees for the Future



### Field of Study (Masters/PhD only)



**Field of study** The most common fields of post-graduate study among seniors planning on pursuing a Master's or Doctorate in the next year were science and math (36%), engineering or computer science (13%), social sciences (12%), business or marketing (12%), education (12%), and psychology (12%).

Most of the respondents that planned to attend medical school completed an undergraduate biology major at UCSB (62%), with a substantial minority of psychology students (19%).

Future law students came from mostly the Social Sciences (74%), with 19% additionally in the Humanities, and 7% in STEM fields.

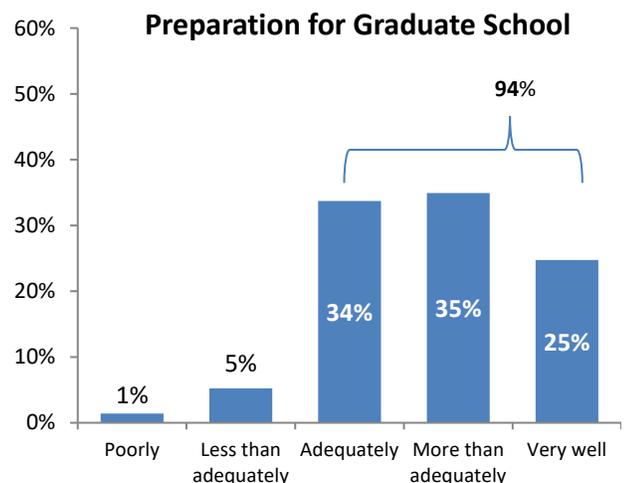
**Preparation** 94% of all graduating seniors felt adequately prepared for graduate school, with one-fourth who said they were “very well” prepared. Among those with plans to go graduate school within a year after graduation, one-third (33%) felt “very well” prepared.

- Creative Studies and English majors were the most likely to feel very well prepared for graduate school.

The specific skills gained at UCSB that were most related to senior's overall sense of preparation for graduate school were:

- Problem solving effectively,
- Evaluating and choosing between alternative courses of action,
- Using the knowledge, ideas, or perspective gained from their major field,
- Judging the value of information, and
- Acquiring new skills and knowledge.

**Availability of Information** Half of graduating seniors (50%) said they were “very” or “somewhat” satisfied with the availability of information about graduate school at UCSB. Only 14% were dissatisfied. Satisfaction with the availability of information about graduate school was strongly correlated with feeling prepared for graduate school.



**In Summary** The majority of graduating seniors had plans to enter the work force after graduation, and nearly half of those seeking full-time employment had already secured job offers at the time of the survey. Almost a third of graduating seniors planned to enroll in post-graduate education within a year, and 9 out of 10 would eventually like to pursue additional education. Furthermore, most seniors graduated from UCSB feeling confident they will achieve a satisfying career and prepared for the next step in their professional or academic lives.