



SPRING/SUMMER 2016 UNDERGRADUATE ALUMNI  
**WHERE ARE THEY NOW?**

**UC SANTA BARBARA**

Institutional Research, Planning & Assessment  
Office of Budget and Planning

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## About the Survey

The Undergraduate Alumni survey is part of an ongoing effort to assess the short-term impact of a UCSB undergraduate education on the achievements and opinions of alumni. Undergraduate alumni surveys have been administered, typically every two years, at UCSB since 1980.

The Survey of Spring/Summer 2016 UCSB Undergraduate Alumni was administered online in the Fall of 2017, approximately one year after graduation.

A total of 657 alumni completed the survey for an overall response rate of 17% (after accounting for inaccessible email accounts). This response rate is lower than desired, and yet typical on alumni surveys due to the availability of accurate and current contact information for our graduates. When interpreting the survey results, one should bear in mind that 17% of the target population is represented.

Overall, survey respondents have similar demographic characteristics to the population of all Spring/Summer 2016 degree recipients, with a number of exceptions: Survey respondents are somewhat more likely to be female and students with better academic records. In addition, students in the humanities are somewhat underrepresented in the sample, while students in math and sciences are overrepresented. Bolded sample demographics are statistically significant from the population.

Demographic Characteristics					
Survey: n = 657;					
Population of Spring/Summer 2016 Degree Recipients: n = 3,846					
	Survey	Population		Survey	Population
<u>Gender</u>			<u>Admission Status</u>		
Male	40%	47%	Freshman	76%	73%
Female	<b>60%</b>	53%	Transfer Student	24%	27%
<u>Ethnicity</u>			<u>Division</u>		
Caucasian	43%	40%	Social Sciences	35%	38%
URM	27%	29%	Math & Sciences	<b>43%</b>	38%
Asian	27%	26%	Hum. & Fine Arts	<b>11%</b>	15%
Other / Unknown	3%	6%	Engineering	8%	7%
<u>Parent Income</u>	\$67,000	\$67,558	Creative Studies	2%	2%
<u>SAT Scores</u>			<u>Double Major</u>	11%	10%
Composite	<b>1838</b>	1813	<u>Cumulative GPA</u>	<b>3.26</b>	3.19
Reading	<b>602</b>	591			
Math	622	618			
Writing	<b>615</b>	604			

## Where Are They Now?

One approach to evaluating institutional effectiveness involves collecting information on the accomplishments of alumni in the year following degree completion. In this report we summarize the current activities of UCSB bachelor's degree earners, with respect to employment, economic attainment, goals for post-graduate education, and self-reported measures of career satisfaction and the preparation received while in college.

### Employment

**Employment Status** The majority (84%) of undergraduate alumni are employed one year after graduating from UCSB. Approximately two-thirds (63%) are employed full-time.

- Alumni who studied chemical engineering, electrical engineering, computer science mechanical engineering, or economics, are more likely to be employed full-time one year after graduation.

About half of those who are not working full-time are currently pursuing graduate education.

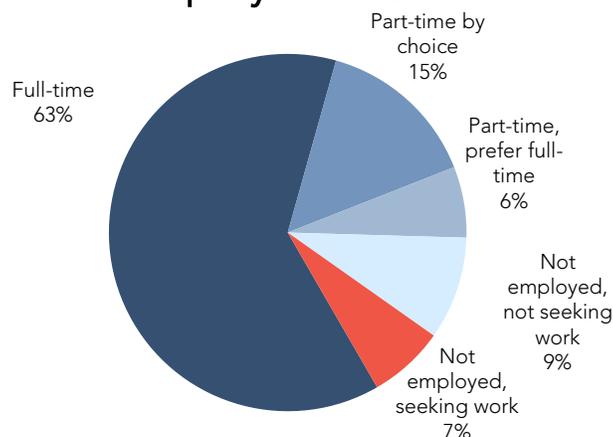
**Sector** Over two-thirds (69%) of alumni working full-time are employed in the private for-profit sector. Government or other public institutions employ an additional 16%, 12% by private non-profit organizations and 1% are self-employed. Biology and political science majors are more likely than others to be working in a public sector or nonprofit organization.

**Size** Alumni are employed at organizations of varying size – 28% work for an organization with fewer than 100 employees, 45% work with 100 to 10,000 people, and 27% are employed by a larger organization with over 10,000 employees.

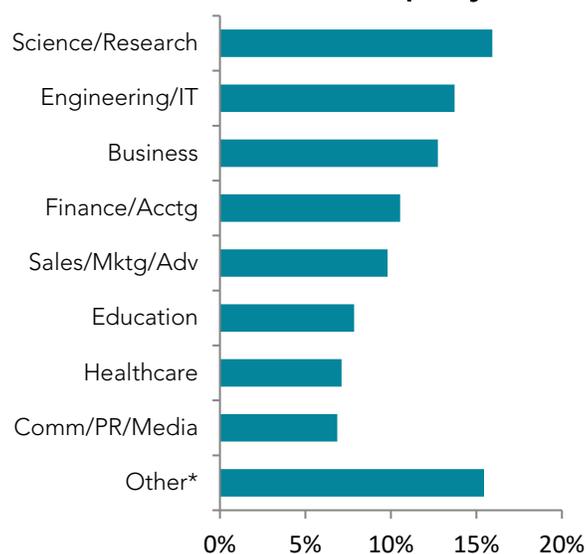
**BA degree** A four-year degree was required for 79% of alumni to obtain their present job.

**Field** The most common fields of employment are science/research (16%), engineering/computer programming (14%), business (13%), finance/accounting (11%), and sales/marketing (10%).

### Employment Status



### Field of Employment

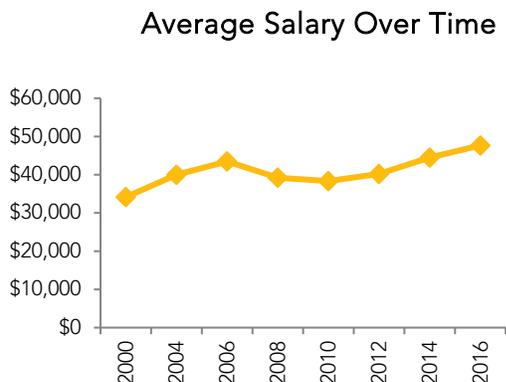


\* "Other" includes a wide variety of professions from art/design to retail to social services.

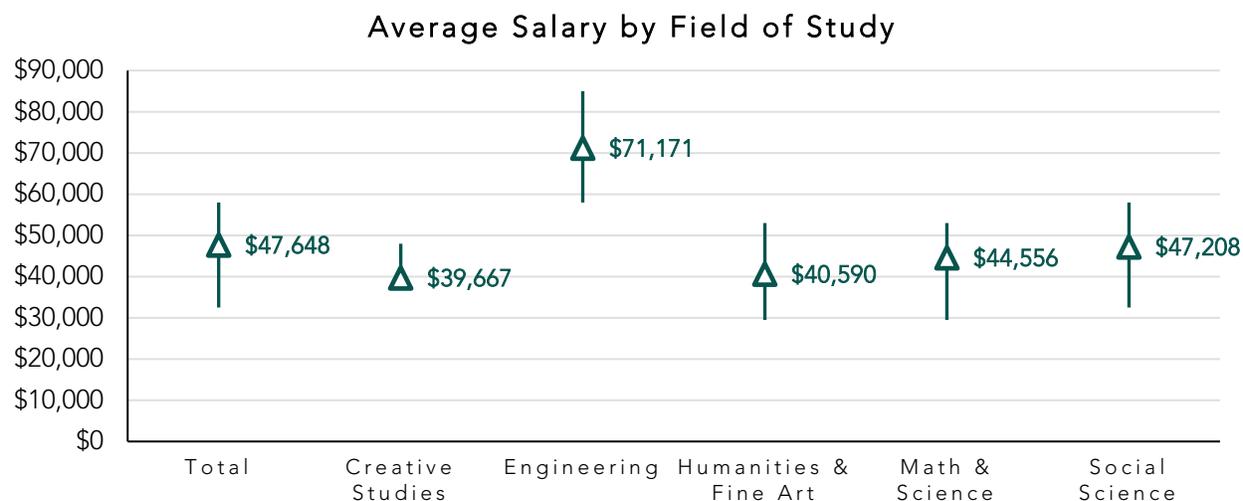
**Salary** The **average salary of recent graduates employed full-time is \$47,648**. As the national economic climate has seen higher starting salaries among college graduates, there has also been an increase in the average salary of UCSB undergraduates since the 2014 alumni survey (\$44,475). However, 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: \$50,359. [The NACE Salary Survey](#) collects actual salary data from employers, whereas our alumni survey uses self-reported salary range data.

The salaries among UCSB alumni vary by field of employment, but they have increased since 2014 across all fields, with the exception of healthcare (down from \$35,068 in 2014):

Engineering / IT / Computer Programming.....	\$72,955
Finance / Banking / Accounting.....	\$56,869
Sales / Marketing / Advertising.....	\$55,397
Communications / PR / Media / Journalism .....	\$40,536
Business Management.....	\$46,760
Science / Research.....	\$39,914
Healthcare.....	\$33,879
Education.....	\$35,700
Other.....	\$36,637



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.



Male alumni who are working full-time report earning higher salaries than females do - \$53,861 vs. \$43,437. This is related to the different fields of employment chosen by male and female alumni - males are more likely to be in engineering and science fields, while more females are employed in administrative jobs, communications fields, or education.

See **Appendix B** for additional salary tables.

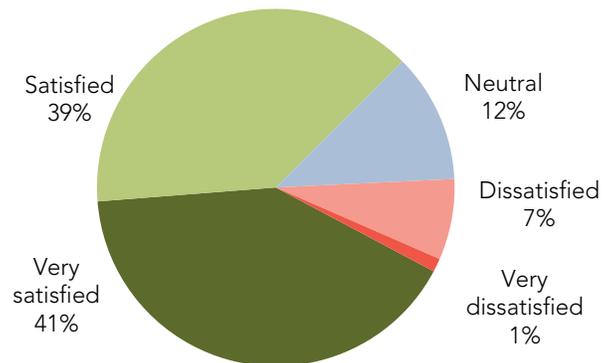
**Career potential** Over half (57%) of recent graduates describe their occupation as having “definite” career potential, and another third (33%) have jobs with “possible” career potential. About two-thirds (68%) are working in the career field of their choice, while 16% are still not sure whether they have found their preferred field. Alumni working in engineering fields are the most likely to report definite career potential.

**Satisfaction** About 80% of alumni working full-time are satisfied with their current employment.

Just over eight out of ten alumni (82%) say their current job is related to their undergraduate major – 39% “highly” related, 27% “moderately” and 15% “slightly” related.

Alumni who are most likely to be working in a field that is “highly” related to their undergraduate studies come from engineering and science majors: computer science (88%), computer engineering (83%) and economics (69%).

Satisfaction with Employment



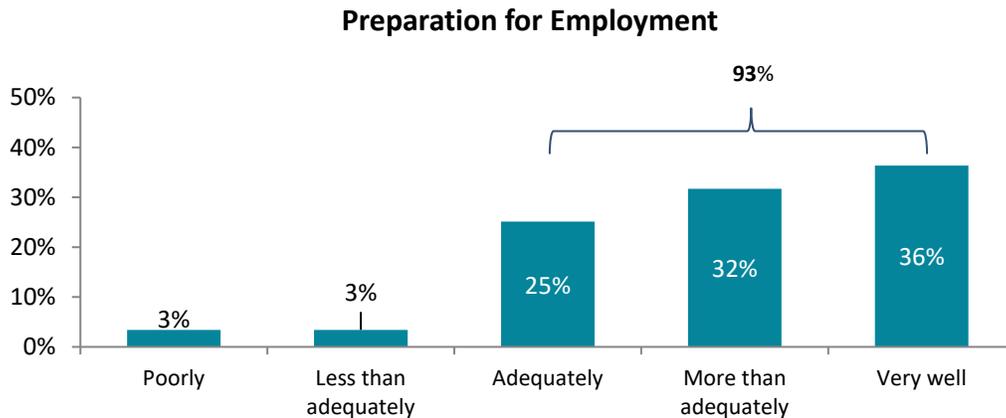
As might be expected, the fraction of alumni who are less satisfied with their current employment tend to be working in jobs without much career potential, which did not require a 4-yr degree. Many of the dissatisfied alumni in the workforce are employed in jobs that are unrelated to their major, such as administrative support and retail. They also tend to earn lower salaries – \$40,136 on average. Interestingly, those working in the public or non-profit sector were more likely to say they were “very satisfied” with their job, whereas those who said they were dissatisfied with their employment were more likely to work for a business. This suggests that, while salary is related to satisfaction, this is mitigated if the work is considered personally meaningful or important.

**Location** The majority of alumni working full-time are employed in the state of California (85%). 16% remain in Santa Barbara County.

California .....	85%
Other Western US .....	5%
New York.....	< 1%
Other Northeastern US .....	1%
Southern US .....	3%
Midwest US .....	2%
International .....	3%

See **Appendix C** for a list of employers.

**Preparation** UCSB generally prepares alumni well for future employment – **93%** are “very well”, “more than adequately”, or “adequately” prepared.



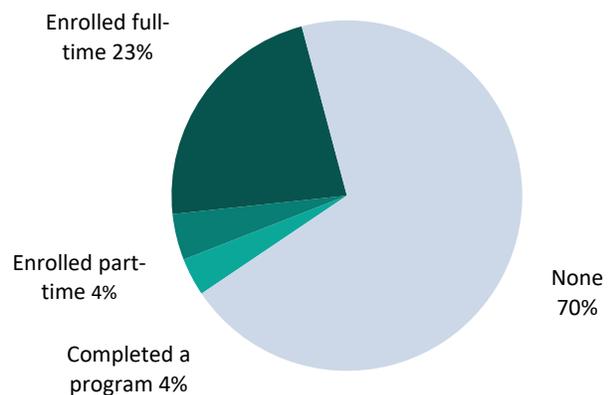
Alumni also rated the preparation they received at UCSB in a variety of specific skill areas. The particular skill areas that correlate most highly with overall preparation for employment are **the ability to use knowledge, ideas, and perspectives gained in the major, acquiring new skills and knowledge on one’s own, problem solving skills, the ability to work as a member of a team or group, and the ability to lead others.**

**Post-Graduate Education**

Just under one-third of alumni (**30%**) have enrolled in a graduate level degree, credential, professional certificate, or license program since graduating from UCSB.

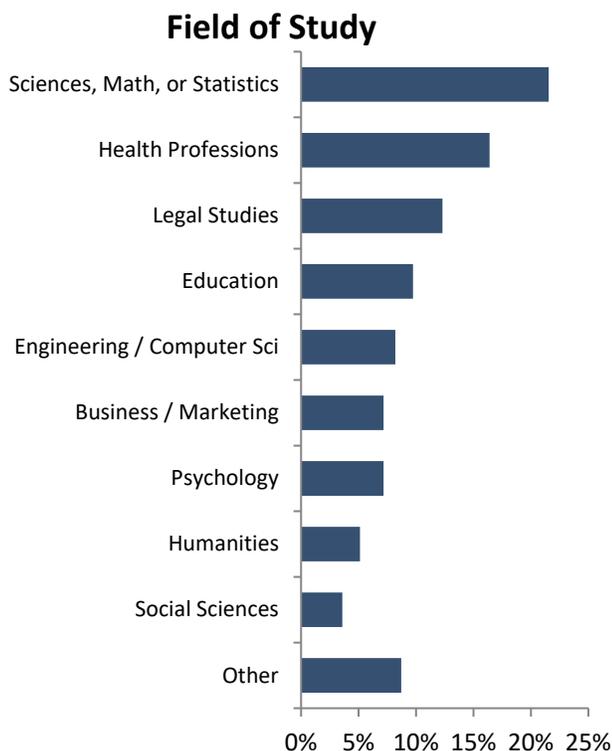
**Institution** 9% of those continuing their education have chosen to remain at UCSB, 14% are enrolled at another UC campus, 16% at a California State University, 22% are pursuing a degree at another 4-year college or university in California, 31% have chosen to attend an out-of-state university, 4% are taking classes at a California Community College, and 3% are studying internationally.

**Post-Graduate Education**



See **Appendix D** for a list of schools.

**Field of study** One year after graduating from UCSB, the most common fields of post-graduate study among alumni continuing their education are science and math (22%), health professions (16%), legal studies (12%), and education (10%).

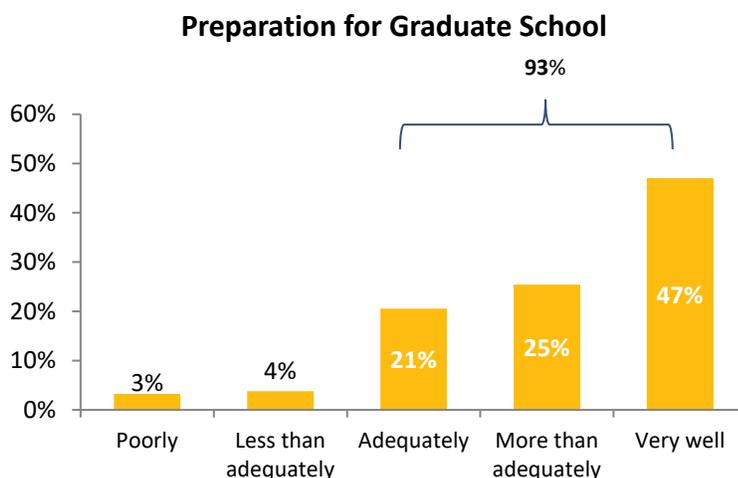


**Degree** The most common post-graduate degree program among recent alumni is an academic master’s (35%). Another 4% are pursuing a professional master’s degree, and 1% are in an MBA program. 13% enrolled in a PhD program and 12% are earning a JD. 4% are in medical school, and an additional 6% are pursuing another health doctorate. Including non-graduate degree programs, 8% are completing a teaching credential and 17% have pursued a professional certificate or license.

Most of the survey respondents in medical school completed an undergraduate biology major at UCSB. Law students come from a variety of backgrounds – 67% in the Social Sciences, 21% in the Humanities, and 12% in STEM fields.

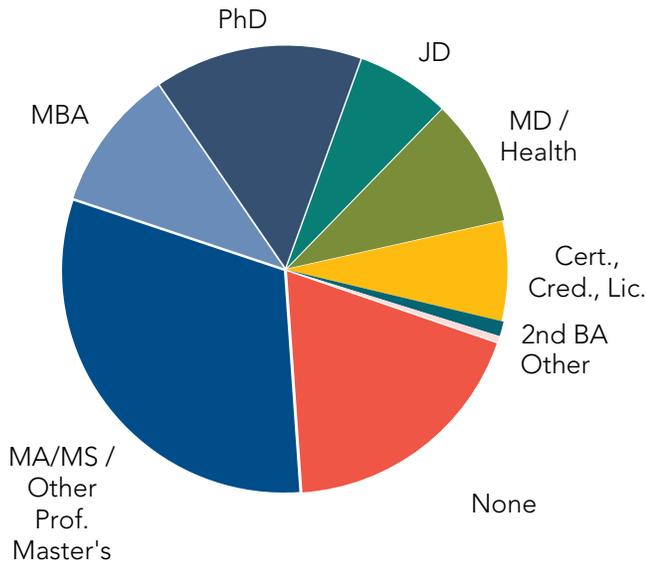
**Preparation** Among those who have enrolled in a graduate level degree program, **almost half are “very well” prepared, and another fourth are “more than adequately” prepared.**

- Biology, Chemical Engineering, English and Philosophy majors are the most likely to feel “very well” or “more than adequately” prepared for graduate school.
- The specific skills gained at UCSB that are most related to alumni’s overall sense of preparation for graduate school are 1) knowledge, ideas, or perspectives gained from one’s major field 2) problem solving skills, 3) effective writing skills and 4) ability to acquire new skills and knowledge on your own.



**Long-term Objectives** Almost 7 out of 10 alumni who have not yet enrolled in post-graduate education plan to pursue a degree within the next 5 years. This means that ultimately, about **8 out of 10 alumni expect to receive a post-graduate degree or credential.**

### Highest Degree Expected



73% of alumni ultimately expect to pursue a graduate-level degree. About one-third say their ultimate goal is an academic or professional master's degree, while 10% plan to receive a MBA; 15% want to earn an academic or other professional doctorate; 9% plan to attain medical or other health doctorate; and 7% will pursue a law degree. Only 19% do not plan to earn an additional degree beyond the bachelor's.

**In Summary** One year after receiving their bachelor's degree from UCSB, undergraduate alumni are demonstrating success in their career and educational achievements. After a drop in full-time

employment among our 2008 graduating class during the global recession, the percentage of graduates working full-time (63%) has stabilized. The number of alumni enrolling in graduate level education has remained relatively flat, as have the long-term educational objectives of recent alumni. Since the 2012 survey, there have been increases in both the perceived quality of preparation for employment and for graduate school that undergrads receive at UCSB.

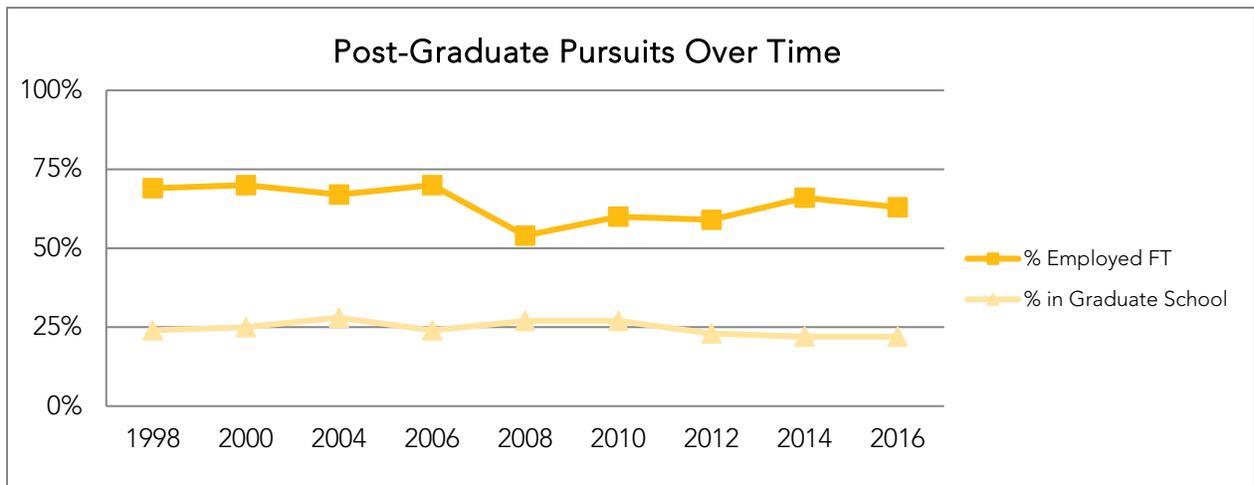
See **Appendix A** for trend charts.

# Appendix

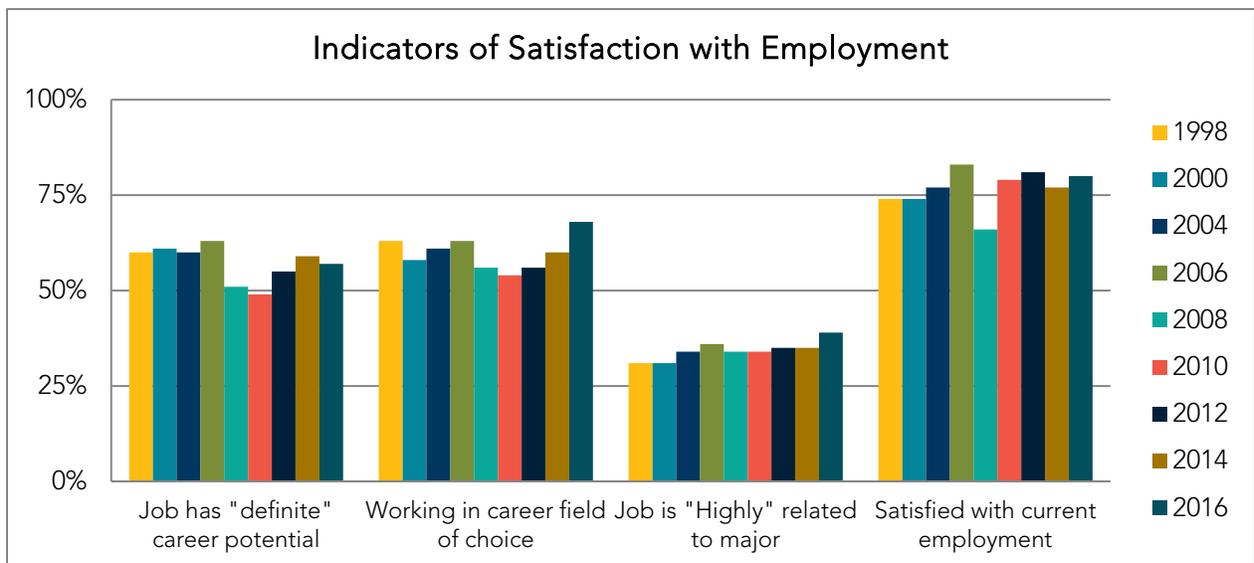
## Appendix A

The following is a selection of charts illustrating changes in key alumni outcomes over time.

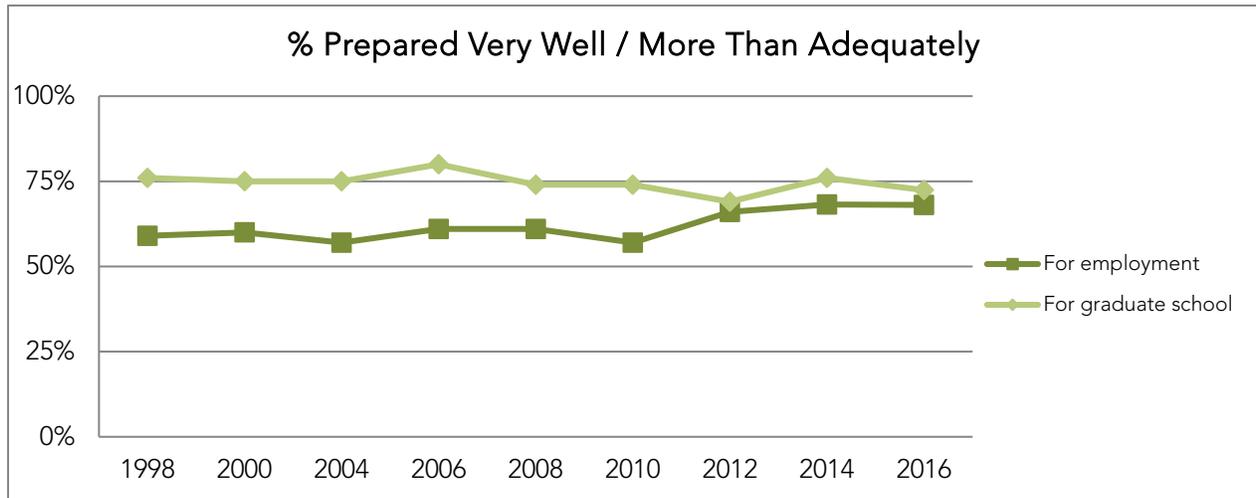
1) *Full-time employment and enrollment in graduate level programs:* After a decline in full-time employment with the graduating class of 2008, the rate of full-time employment among alumni has bounced back to a baseline slightly below the levels seen from 1998-2006, but far less pronounced than in 2010 or 2012, reflecting fundamental changes in the job market. Graduate school enrollments have remained relatively flat, with about one-fifth of alumni pursuing a degree within one year of graduating from UCSB in 2016.



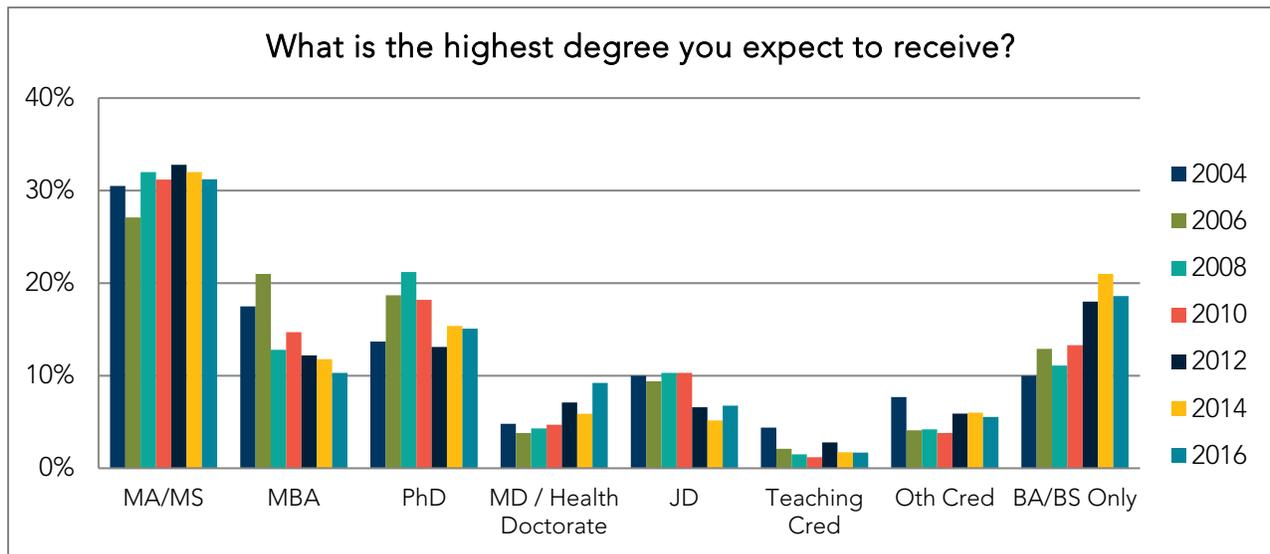
2) *Various indicators of satisfaction with employment among those employed full-time:* As the job market returns to pre-recession levels, we have also seen many markers of satisfaction with employment rebound among our alumni. In 2016, the proportion of alumni that reported they were working in the career of their choice was at the highest it has been since the alumni survey started, as was the proportion of alumni that said their job is "highly" related to their major. While being in a job with "definite" career potential remains lower than before 2008, this likely is due to permanent changes in the job market, such as the growing trend of internships being precursors to more permanent employment.



3) *Preparation received at UCSB:* In 2012, the percent of full-time-employed alumni who said that UCSB prepared them “very well” or “more than adequately” for their current jobs increased significantly. Furthermore, this trend has stabilized as a new baseline across the last few survey cycles. Similarly, an increase in the reported preparation for graduate school received at UCSB among alumni pursuing graduate-level degrees since 2012 has also held steady. The robustness of these measures demonstrates that UCSB’s commitment to providing a high quality educational experience, during and through times of economic downturn, has not been compromised.



4) *Plans for the future:* The proportion of alumni who eventually plan to pursue a graduate-level degree has remained constant; however, there has been a statistically significant increase in the number of students eventually planning to receive a medical degree, up to 9.2% from 5.9% in 2014.



## Appendix B

The following table provides additional information on salary by employer characteristics:

### Annual Full-Time Salary by Employer Characteristics

Size of Employer								
	1-24	25-99	100-199	200-499	500-999	1,000-5,000	5,000-9,999	10,000+
n	55	55	26	40	31	49	34	106
Mean	\$45,273	\$42,418	\$39,731	\$47,875	\$41,016	\$48,898	\$52,221	\$54,090

Type of Employer				
	Private For-profit	Self-Employed	Gov. / Public inst.	Private Non-Profit
n	278	4	63	50
Mean	\$52,013	\$70,000	\$37,135	\$26,600

Satisfaction with Employment					
	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
n	163	157	47	29	5
Mean	\$49,672	\$49,424	\$39,755	\$40,621	\$40,900

All FT Employees	
n	410
Mean	\$47,648

## Appendix C

Recent alumni work for a large number of different employers in a wide variety of fields. The following graphic represents the top employers of recent UCSB undergraduate alumni who are employed full-time. UCSB is the number one employer with 11 respondents, followed by Stanford with 7, Amazon with 6, and Oracle and Yardi with 4 each.

