

CAREER SERVICES

2003-2004

Employment Survey

SUMMARY



www.careers.cmich.edu

ABOUT THE 2003-2004 EMPLOYMENT SURVEY

Each year the office of Career Services conducts a survey of baccalaureate graduates to gather information regarding each individual's employment status, graduate/professional school enrollment, and starting salary.

This year, Career Services surveyed a total of 2,957 bachelor degree recipients from the December 2003, May 2004, and August 2004 graduating classes. The survey response rate was 37 percent. Inside are some highlights of the survey.

Employer Profile

Employers aggressively seek Central Michigan University graduates to hold important professional positions throughout Michigan, the United States, and abroad. These employers appreciate the combination of strong academic preparation, realistic job expectations, and excellent work ethic that CMU graduates possess.

CMU graduates have found employment in many professional areas including:

- Fortune 500 companies
- Small, medium, and large firms in all sectors of business and industry
- Government and nonprofit agencies
- Educational institutions ranging from the preschool to university levels
- Professional practices including law, medicine, and allied health care

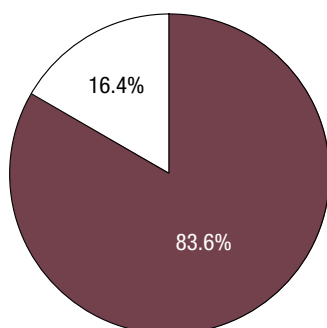


Career Development

CMU's Career Services is among the finest in the state. Career Services' primary goals are to educate students about career development and help them cultivate decision-making and job-search skills that will be useful throughout their lives. Career Services achieves these goals by offering a variety of resources:

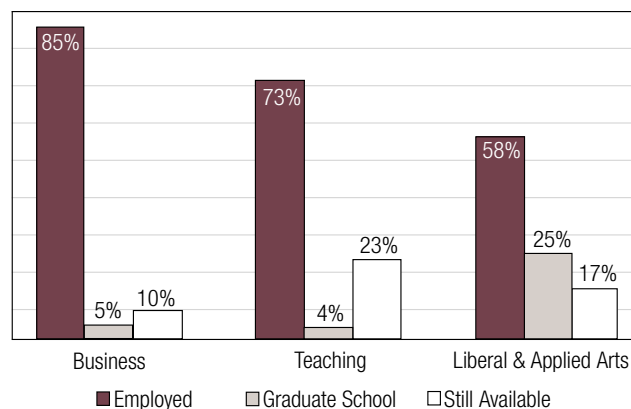
- **Advising.** Career Services is a leader in student outreach and service delivery, offering professional career advising via scheduled appointments in our main office in Bovee University Center as well as walk-in advising at a satellite Student Success Center on campus.
- **eRecruiting.** Career Services is progressive in its application of career technology, providing students access to a Web-based registration system that connects them to a robust recruiting program that includes on-campus interviews and online résumé referrals.
- **Career Exploration.** Students can explore the decision-making process through a number of Web-based career assessments such as DISCOVER, Strong Interest Inventory, and the Myers-Briggs Type Indicator.
- **Career Resource Center.** Students and alumni can use state-of-the-art multimedia equipment to review career and occupational information, research employers and graduate schools, develop résumés and cover letters, prepare to interview with employers, and search for internships and professional jobs.
- **Internships.** Career Services offers internship preparation programs and resources, on-campus interviews, Internet-accessible internship postings, direct e-mail notification of internship vacancies, and online résumé referrals to employers.
- **Special Events.** Students can network with more than 400 employers who attend Career Services annual career fairs and events. These events include the Alpha Kappa Psi Career Fair and the Annual Teacher Fair, two of the largest collegiate-sponsored events of their kind in mid-Michigan.

Bachelor Degree Candidate Placement 2003-2004

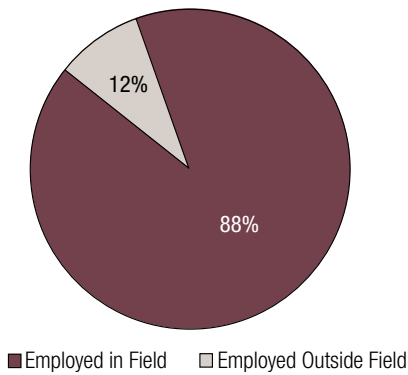


■ Employed/Graduate School □ Still Available

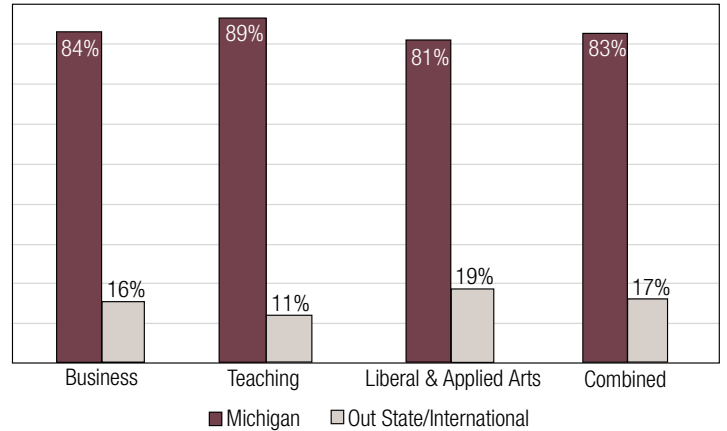
Comparison of Placement 2003-2004 Bachelor Degree Candidates



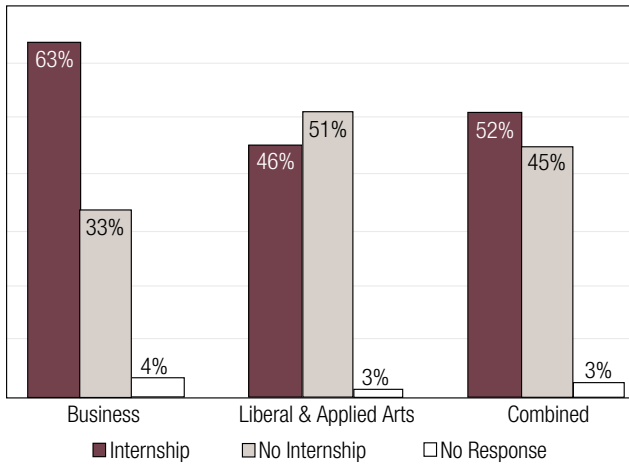
Job Placement Related to Degree or Field of Choice Among Employed Bachelor Degree Respondents



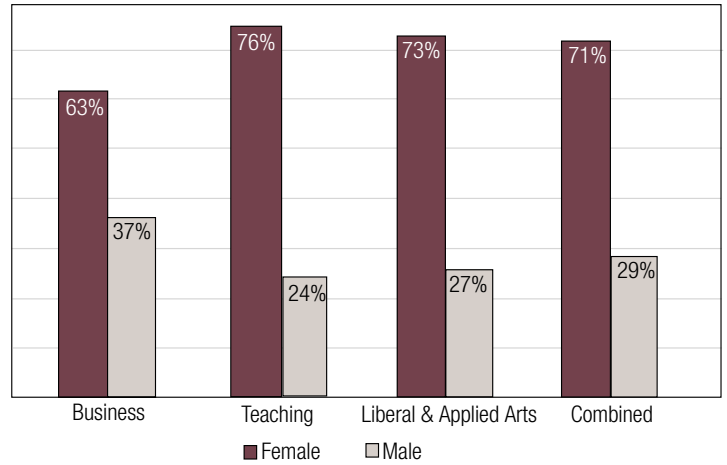
Location Distribution of Employed and Graduate School Respondents



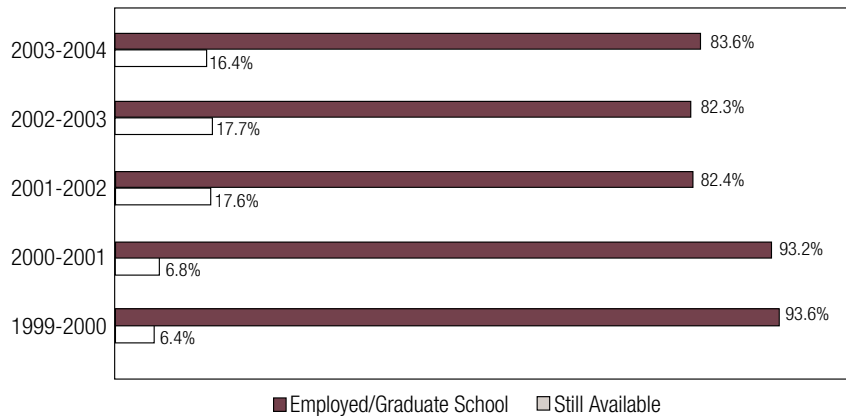
Bachelor Degree Candidates Who Completed Internships



Gender Distribution of Respondents

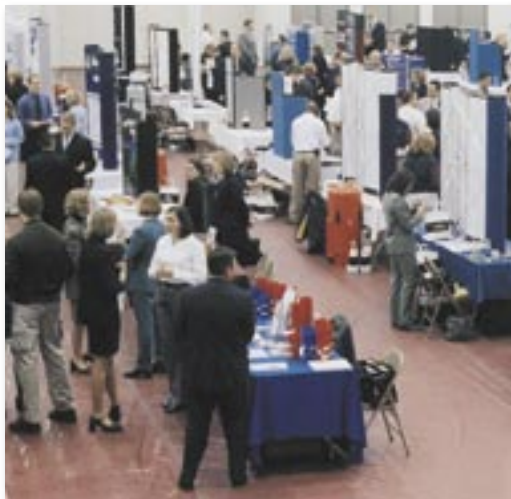


Five-Year Comparison of Placement Rates



Employment Survey 2003-2004 Base Salary Offers Summary

Employed candidates report base salary offers on an optional basis. Salaries of candidates who indicate full-time employment are listed here. Figures in parentheses indicate the number of survey respondents per each major. Entry-level salary offers do not reflect commissions, bonuses, and/or other perks and fringe benefits that contribute to each candidate's total compensation package. Salaries are influenced by a combination of factors including specific job requirements, level of responsibilities, size of the organizations, and geographic areas. The background, preparation, and achievements of each individual candidate also influence salary amounts.



Career Services

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College of Business Administration Majors

	Low	Midpoint	High	Average
Accounting (20)	\$26,000	\$40,000	\$45,000	\$38,770
Accounting Information Systems (4)	\$35,000	\$42,300	\$47,000	\$41,650
Economics (1)			\$35,500	\$35,500
Entrepreneurship (15)	\$20,000	\$32,000	\$60,000	\$33,233
Finance / Financial Planning (22)	\$24,000	\$33,500	\$48,000	\$33,568
General Business (17)	\$20,800	\$30,000	\$43,000	\$31,282
Hospitality Services Administration (6)	\$25,000	\$31,000	\$35,000	\$30,417
Human Resources Management (23)	\$20,800	\$33,000	\$45,000	\$32,321
International Business (1)			\$24,000	\$24,000
Logistics Management (29)	\$23,000	\$38,500	\$50,000	\$37,924
Management Information Systems (10)	\$30,000	\$43,500	\$58,000	\$44,560
Management, General (10)	\$20,800	\$28,500	\$42,000	\$28,620
Marketing (65)	\$20,000	\$35,000	\$50,000	\$35,398
Operations Management (5)	\$30,000	\$40,600	\$53,600	\$40,340
Purchasing (5)	\$24,000	\$30,000	\$62,000	\$37,580
Retail Management (3)	\$32,000	\$38,000	\$42,500	\$37,500

236 base salary offers

Liberal and Applied Arts Majors

	Low	Midpoint	High	Average
Apparel Merchandising/Design (12)	\$26,000	\$32,750	\$38,000	\$32,167
Athletic Training / Sports Medicine (6)	\$21,000	\$30,900	\$40,000	\$31,133
Biology (9)	\$21,000	\$23,100	\$50,300	\$30,378
Broadcast & Cinematic Arts (8)	\$18,000	\$29,000	\$40,000	\$28,813
Child Development (9)	\$20,800	\$24,000	\$32,000	\$24,967
Computer Science / Information Technology (6)	\$30,000	\$37,000	\$42,000	\$35,040
Engineering Technology (5)	\$31,500	\$38,000	\$46,000	\$38,500
English (4)	\$24,000	\$30,100	\$34,000	\$29,550
Family Studies (7)	\$18,000	\$23,500	\$25,000	\$22,700
Geography (5)	\$18,000	\$25,000	\$30,000	\$24,200
Health Administration (5)	\$20,000	\$33,000	\$40,000	\$31,600
Health Fitness (10)	\$20,000	\$31,000	\$42,000	\$31,450
Industrial Technology (8)	\$20,000	\$35,000	\$42,000	\$34,375
Integrated Public Relations (14)	\$21,000	\$26,000	\$65,000	\$28,964
Interpersonal & Public Communication (9)	\$20,000	\$26,000	\$43,000	\$27,764
Journalism (6)	\$21,000	\$26,150	\$48,000	\$28,883
Philosophy (4)	\$20,000	\$26,500	\$30,000	\$25,750
Political Science (4)	\$20,000	\$32,500	\$32,000	\$31,000
Psychology (16)	\$19,000	\$26,500	\$38,500	\$27,588
Recreation, Parks, & Leisure Svcs Adm: Commercial (19)	\$19,000	\$25,000	\$39,000	\$26,311
Recreation, Parks, & Leisure Svcs Adm: Community (1)			\$24,000	\$24,000
Recreation, Parks, & Leisure Svcs Adm: Outdoor (8)	\$19,000	\$26,250	\$32,600	\$26,094
Recreation, Parks, & Leisure Svcs Adm: Therapeutic (2)	\$29,000	\$30,500	\$32,000	\$30,500
Social Work (4)	\$27,000	\$28,000	\$36,600	\$29,900
Sociology (5)	\$20,000	\$27,000	\$38,500	\$28,300
Sociology: Criminal Justice (5)	\$21,400	\$25,000	\$30,000	\$24,780
Sport Studies (7)	\$18,000	\$25,000	\$28,600	\$24,229

198 base salary offers

Teacher Education Majors

	Low	Midpoint	High	Average
Teacher Education - Elementary and Secondary (113)	\$24,000	\$34,000	\$45,000	\$33,416

113 base salary offers

Signing Bonuses – All Majors

	Low	Midpoint	High	Average
Respondents reporting signing bonuses (38)	\$500	\$1,750	\$3,000	\$1,618