GRADUATE FOLLOW-UP REPORT 2014-2015
COMMUNICATION

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# 2014-15 UMD Graduate Follow-up Report

## Communication

*(Bachelor of Arts)*

### Annual Comparison

<table>
<thead>
<tr>
<th>July 1 to June 30</th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
<th>2014-15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Students Granted Baccalaureate Degrees</strong></td>
<td>103</td>
<td>94</td>
<td>106</td>
<td>110</td>
<td>105</td>
</tr>
<tr>
<td><strong>Baccalaureate Degree Respondents</strong></td>
<td>87</td>
<td>84</td>
<td>95</td>
<td>97</td>
<td>97</td>
</tr>
<tr>
<td>84%</td>
<td>89%</td>
<td>90%</td>
<td>88%</td>
<td>92%</td>
<td></td>
</tr>
<tr>
<td>Respondents Employed</td>
<td>79</td>
<td>75</td>
<td>85</td>
<td>89</td>
<td>86</td>
</tr>
<tr>
<td>91%</td>
<td>89%</td>
<td>89%</td>
<td>92%</td>
<td>89%</td>
<td></td>
</tr>
<tr>
<td>Respondents Continuing Education</td>
<td>2</td>
<td>5</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>2%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
<td>6%</td>
<td></td>
</tr>
</tbody>
</table>

| **Internship Participation Respondents** | 74      | 77      | 83      | 89      | 84      |
| 72%               | 82%     | 78%     | 81%     | 80%     |         |
| Respondents completing an internship or co-op experience (not student teaching) | 41      | 59      | 53      | 55      | 46      |
| 55%               | 77%     | 64%     | 62%     | 55%     |         |
| Respondents receiving academic credit for their internship or co-op experience | 30/38   | 49/58   | 46/53   | 41/45   | 25/38   |
| 79%               | 84%     | 87%     | 91%     | 66%     |         |
| Respondents receiving an offer of employment from the internship or co-op site | 14/36   | 14/59   | 17/53   | 11/46   | 13/39   |
| 39%               | 24%     | 32%     | 24%     | 33%     |         |
| Respondents accepting the employment offer | 8/14    | 7/14    | 10/17   | 7/11    | 6/13    |
| 57%               | 50%     | 59%     | 64%     | 46%     |         |

| **Study Abroad Participation Respondents** | 72      | 76      | 83      | 85      | 81      |
| 70%               | 81%     | 78%     | 77%     | 77%     |         |
| Respondents participating in a study abroad program | 22      | 15      | 21      | 25      | 26      |
| 31%               | 20%     | 25%     | 29%     | 32%     |         |
Communication
(Bachelor of Arts)

Baccalaureate Statistics

<table>
<thead>
<tr>
<th>Awarded Majors¹</th>
<th>Survey Respondents²</th>
<th>Employed</th>
<th>Cont Ed Undergrad</th>
<th>Cont Ed Grad/Prof</th>
<th>Not Actively Seeking</th>
<th>No Info</th>
<th>Employed w/State Given</th>
<th>Employed in Minnesota</th>
<th>Employed in Minnesota %</th>
<th>Placed³</th>
</tr>
</thead>
<tbody>
<tr>
<td>105</td>
<td>97</td>
<td>86</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>5</td>
<td>8</td>
<td>86</td>
<td>64</td>
<td>74%</td>
</tr>
</tbody>
</table>

Reported Annual Salaries⁴

<table>
<thead>
<tr>
<th># Respondents</th>
<th>Low</th>
<th>High</th>
<th>Mean</th>
<th>Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>12000</td>
<td>65000</td>
<td>33061</td>
<td>31200</td>
</tr>
</tbody>
</table>

Job Relevance to Major

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Related</th>
<th>Somewhat Related</th>
<th>Not Related</th>
<th>No Response</th>
<th>% of Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50</td>
<td>26</td>
<td>10</td>
<td>0</td>
<td>58%</td>
</tr>
</tbody>
</table>

Internships

<table>
<thead>
<tr>
<th>Completed an internship⁵</th>
<th>Received academic credit for it</th>
<th>Received an offer of employment</th>
<th>Accepted the offer</th>
</tr>
</thead>
<tbody>
<tr>
<td># Respondents⁶</td>
<td># Yes</td>
<td>% Yes</td>
<td># Respondents</td>
</tr>
<tr>
<td>84</td>
<td>46</td>
<td>55%</td>
<td>38</td>
</tr>
</tbody>
</table>

Study Abroad

<table>
<thead>
<tr>
<th>Studied Abroad</th>
<th>Did not study abroad</th>
<th>No response</th>
</tr>
</thead>
<tbody>
<tr>
<td># Respondents</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>81</td>
<td>26</td>
<td>32%</td>
</tr>
</tbody>
</table>

¹ "Awarded Majors" includes all majors completed by an individual
² "Survey Respondents" includes all majors completed by an individual and does not include "No Info"
³ "% Placed" includes "Survey Respondents" who are "Employed," "Continuing Ed" and "Not Seeking"
⁴ Salary data is available when 3 or more full-time employed respondents provided salary information and includes all majors completed by an individual
⁵ "Internship" includes internship or co-op, but not student teaching
⁶ "Respondents" includes all majors completed by an individual
Follow-up of Communication – Bachelor of Arts

AAA, Duluth, MN - Travel Agent
Ace Hardware, Duluth, MN - Assistant Manager
AdMax Displays, Duluth, MN - Sales Associate
ADP, Houston, TX - Outside Sales Representative
Advanced Molding Technologies, Circle Pines, MN - Administrative Assistant
AirVūz, Minneapolis, MN - Social Media Manager
AK Material Handling Systems, Maple Grove, MN - Marketing Inside Field Specialist
Alderbrook Resort & Spa, Union, WA - Bartender
Allegiance Industries, Spring Valley, CA - Marketing Representative
Alpha Graphics, Minneapolis, MN - Customer Service Representative
American Family Insurance, Perham, MN - Marketing Coordinator & Insurance Agent
AmeriCorps (True North), Duluth, MN - Intervention Specialist
AmeriCorps, St. Paul, MN - Evaluator
Analysts International, Minneapolis, MN - IT Recruiter
Anne Springs Close Greenway, Fort Mill, SC - Volunteer Coordinator
Appleone Employment Services, Plymouth, MN - Staffing Consultant
Aurora Community Services, Menomonie, WI - Vocational Coordinator
AXA Advisors, Minneapolis, MN - District Recruiter
Berger Financial Group, Plymouth, MN - Financial Service Associate
Black Bear Casino & Resort, Carlton, MN - Casino Host
Blue Stone Apartments, Duluth, MN - Cleaning Crew
Brampton Thunder Hockey Team, Brampton, ON, Canada - Professional Hockey Player
Brandpoint, Hopkins, MN - Office Coordinator
Brittany Group English School, Arequipa, Peru - English Teacher
Broadhead, Minneapolis, MN - Public Relations Intern
C.H. Robinson, Eden Prairie, MN - Account Manager
Carlson Construction, Minneapolis, MN - Wood Worker
Casa de Corazon Immersion Day Care & Preschool, Maple Grove, MN - Administrative Assistant
CGI Communication, Indianapolis, IN - Program Coordinator
Champs, Bloomington, MN - Sales Associate
Chi Alpha Ministries, Duluth, MN - Campus Missionary Intern
Dvre America, Eden Prairie, MN - Dental Account Manager
Duluth Children's Museum, Duluth, MN - Marketing Coordinator
Enterprise Rent-A-Car, Minneapolis, MN - Sales Manager
Fireworks, Inc., Nashville, TN - Office Manager
Garden & Associates, Inc., Plymouth, MN - Scheduling Manager
Happy Dog Web Productions, White Bear Lake, MN - Digital Marketing Specialist
HCL Technology, Duluth, MN - Senior Agent & Trainer
Home Depot, MN - Special Service Desk Associate
Infor, St. Paul, MN - Business Development Representative
Joystick Interactive, Los Angeles, CA - Interactive Producer
Key Cadillac, Edina, MN - Sales Representative
Life Time Fitness, Eden Prairie, MN - Facility Operations Manager
Mad Science of Minnesota, St. Paul, MN
MarineMax, Rogers, MN - Sales Associate
McKinstry, Madison, WI - Project Manager
MediaVest World Wide, Manhattan, NY - Strategy & Planning Junior Associate
Memorial Global Health, Jacksonville, NC - Unit Secretary
Motel 6, Duluth, MN - Maintenance
MOTG a Xerox Company, Minnetonka, MN - Account Manager
Mountain Sky Guest Ranch, Emigrant, MT - Assistant Manager
MSC Industrial Supply Co., Eden Prairie, MN - Customer Service Representative
Nordstrom, Chicago, IL - Bridal Stylist
Nordstrom, Minnetonka, MN - Sales Associate
Novus Media, Plymouth, MN - Region Coordinator
Olive Garden, Duluth, MN - Server
Pace Analytical and Stevie Ray's Improv Company, Chanhassen, MN - Accounts Receivable Clerk and Performer
Partners in Excellence, Burnsville, MN - Behavior Therapist
Reading Royals Hockey Team, Reading, PA - Professional Hockey Player
Red Losber, Columbia, SC - Server
Robert Half International, Rosemont, IL - Staffing Manager
Sagitec Solutions, Little Canada, MN - Technical Writer & Training Team
Silver Bay Realty Trust Corp, Plymouth, MN - Leasing Consultant
Spirit Mountain, Duluth, MN - Bartender
SPS Commerce, Minneapolis, MN - Sales Development Representative
Summit Management, Duluth, MN - Leasing Specialist
Sungevity, San Diego, CA - Solar Marketing Specialist
Supply Chain Services, St. Paul, MN - Network Analyst
T-Mobile, Coon Rapids, MN - Sales Representative
Target, Chaska, MN - Executive Team Leader
Thomas Publishing, New York, NY - Public Relations & Marketing
Travelers Insurance, St. Paul, MN - Investigation Claims Representative
Tryon Media, Duluth, MN - Editor
UnitedHealthcare, Duluth, MN - Customer Service Advocate
UnitedHealth Group, Duluth, MN - Claims Representative
United States Department of State, Minneapolis, MN
United States Women's National and Boston Pride Hockey Teams, Boston, MA - Professional Hockey Player
University of Minnesota Duluth, Office for Students in Transition, Duluth, MN - Advisement & Registration Coordinator & Transfer Student Support Specialist
University of Minnesota Health, Orthopaedics, Minneapolis, MN - Clinic Coordinator
UPS, St. Louis Park, MN - Driver Helper
Vitória de Guimarães, Guimarães, Portugal - Professional Basketball Player
Wells Fargo, Albert Lea, MN - Home Mortgage Consultant
Wells Fargo, Bloomington, MN - Enrollment Coordinator
Whole Foods Co-op, Duluth, MN - Produce Clark
Whole Foods Market, Minneapolis, MN - Customer Service Team Member
Woodland Hills, Duluth, MN - Youth Care Counselor

Graduate School, Communication Studies, University of Montana, Missoula
Graduate School, Counseling, University of Wisconsin-Superior
Graduate School, Journalism
Graduate School, Strategic Communication Management, Concordia University, St. Paul, MN

Undergrad/Technical, Elementary Education, Metropolitan State University, St Paul, MN
Undergrad/Technical, Human Services & Chemical Dependency, Mesabi Range College, Virginia, MN